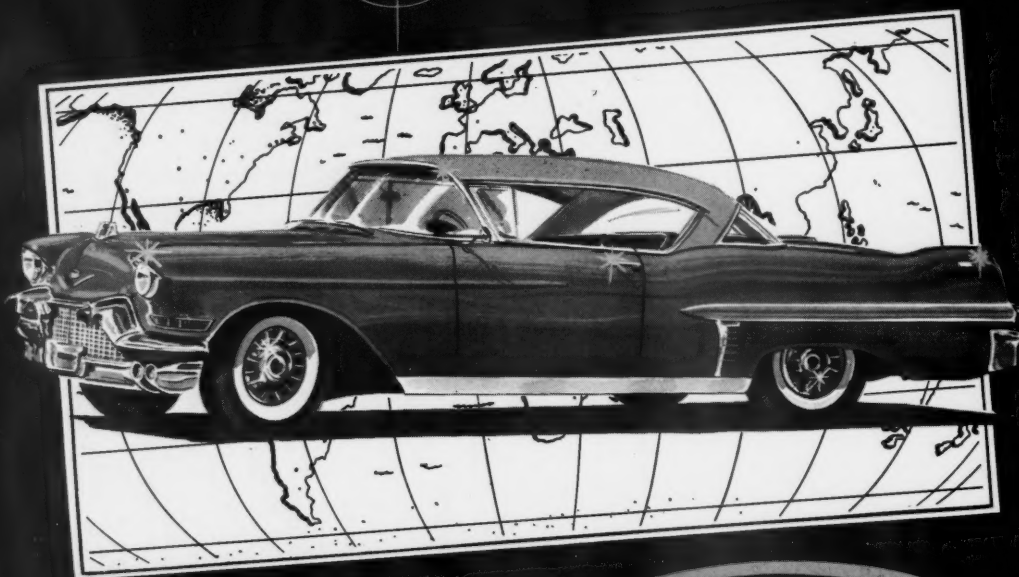


Dallas

MAY • 1957



travel the World...



... IN A

Lone Star Cadillac



Travel the Nation . . . travel
the World, if you will, and you'll not
find automotive excellence to compare with
a lone Star Cadillac. More than 23 years as Dallas' Cadillac distributor
has given Lone Star Cadillac Company its reputation of friendly, dependable,
and experienced workmanship and service. Your vacation for 1957
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You'll be pleased to own a Lone Star Cadillac —
because that in itself is your guarantee of satisfaction.

LONE STAR CADILLAC CO.

ENTIRE BLOCK 2300 ROSS AVE., RI 2-7222

Another SIGN of Quality!



The new home of Raven's Prescription Pharmacy at 500 West Jefferson features one of the longest plastic-faced signs in Dallas across the store front and drive-in service entrance. Designed and built by McAx to reflect the quality of the firm it identifies, the display silhouettes letters of *McAx Lifetime Porcelain Enamel* against a panel of brilliant white luminous plastic with indirect fluorescent lighting.



**McMATH-AXILROD
CORPORATION**

628 Third Ave. • Dallas 10, Texas

ENGINEERS • DESIGNERS • MANUFACTURERS

DALLAS • MAY, 1957

McAx engineers custom-designed the above sign as an integrated part of the building facade. Perhaps they can assist you with a sign problem, too. Regardless of the size, there is a McAx sign for every type of business.

Dallas *Pioneers*



Established

1869 Padgitt Bros.
Company
Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company
Street Railway

1874 Bolanz &
W. C. (Dub) Miller
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1879 Texlite, Inc.

Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1887 Buell & Company
Building Material
Distributors

1884 The Dorsey
Company
Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1893 Fleming &
Sons, Inc.
Manufacturers — Paper
and Paper Products

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



THE 1908 Dallas *mirage* shown in the above photograph points up the intellectual approach to water problems in the Southwest in an article — "The American West — Perpetual Mirage" — by Walter Prescott Webb in the current issue of HARPER'S MAGAZINE. Dr. Webb locates Dallas within the "Desert Rim States" — and further tells how: "Dallas never shows anybody the little river on which it was born" — "Before it outgrew the Trinity — it began to build dams, but not in time to meet the drought." The 1908 *mirage* brought water up Commerce Street and flooded the basement of Padgitt Brothers across from the present site of the Chamber of Commerce — then in their thirty-ninth year of business in Dallas. In 1869, this firm located on the Court House Square and later moved to Elm Street across from the present site of the Dallas Times Herald. In April of 1956, this pioneer firm moved to its fourth location at 820-26 South Ervay. In its early years, Padgitt Brothers was a factor in making Dallas the nation's leading center for harness and saddlery. Today — in its eighty-eighth year Padgitt Brothers luggage and leather goods is the standard of quality in the Southwest. The current Dallas *mirage* has made the Trinity River rather difficult to hide and millions of acre feet of water impounded in major dams in the Dallas Watershed might provide material for further *mirage* study by Dr. Webb.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians
Originally, Loudermilk,
Broussard and Miller

1899 Seay & Hall
All Lines of Insurance

1900 John Deere
Plow Company
Agricultural Instruments

1900 The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1897
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines
Inland Marine, and Automobile
Insurance

1904 T. A. Manning
& Sons
Insurance Managers
Fire — Casualty

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1914 Texas Employers
Insurance Ass'n.
Workmen's Compensation
Insurance

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Dallas

VOLUME 36

NUMBER 5

MAY

1951

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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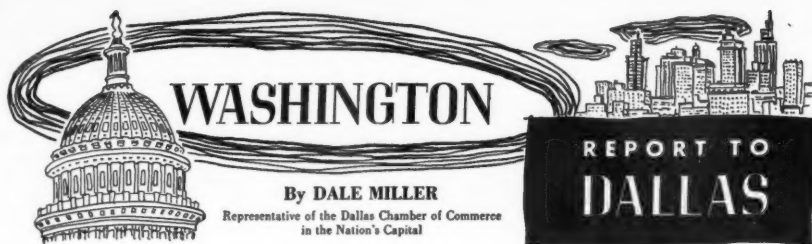
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*"Why don't you give the First in Dallas
an opportunity to say yes?"*



FIRST NATIONAL BANK IN DALLAS

Member Federal Deposit Insurance Corporation



Written in the Rain

Banked high behind four great dams, strategically located in a protective arc sweeping from the southwest of Fort Worth to the northeast of Dallas, are billions upon billions of gallons of water today — water which was trapped in its mad and destructive rush across the parched land, and safely arrested in giant receptacles which had been fashioned from the earth by the ingenuity of man. This is water which would have swept virtually uncontrolled through densely populated sections of two major cities, water which then would have been a devastating force, had it not been for the fact that through foresight and resourcefulness it had been captured in its moment of fury, and converted into a useful servant of mankind.



DALE MILLER

Benbrook, Grapevine, Garza-Little Elm, and Lavon—these are the four great reservoirs which only a short time ago were dusty bottomlands, literally at the forks of the creek. Built in the heat of dry drought-stricken years, they are today brimming with so much water that much of it had to be released as a safeguard against further floods. Enough water remains behind the dams to supply the needs of the populous metropolitan areas for five years. Within a few days the man-made reservoirs had impounded enough water not only to serve the requirements of the hundreds of thousands of people now living in the immediate area, but also to provide the impetus to a drive for new growth and greater prosperity.

Looking now at this land of lakes which the Dallas-Fort Worth area has suddenly become, it seems almost incredible that only a short ten years ago *not one spadeful of earth* had been turned in the con-

struction of any of those four great reservoirs. The same statement is true with respect to the Fort Worth and Dallas Floodways, the vitally important projects in the hearts of the cities which safely channeled the flood waters through the most heavily congested areas of population and industry.

In the complex and swiftly moving lives we are wont to lead, it is not often that we pause to reflect upon the past, but sometimes it is worthwhile to prepare for our busy tomorrows by taking a thoughtful inventory of our yesterdays. Carved in the facade of the Archives Building here in Washington is the succinct maxim, "What is past is prologue"; and certainly it is true that the prologue to the future of the comprehensive Trinity program has been the past which has laid its foundations well. And there is some reason, too, to take this inventory here, fifteen hundred miles from the watershed, for Washington was, and is, the front line in the battle for the Trinity program.

Surrounding my desk here in Washington as I write these lines are stacks of Dallas newspapers containing graphic accounts of the recent floods, and at my side, also, are copies from my files of progress reports on the status of the Trinity program, which I have made from time to time during the past many years, usually by means of articles on this page. Reading them now brings into clearer focus many of the critical moments when the fate of important phases of the Trinity program hung in the halls of Congress on the slenderest of political threads.

Those were difficult years. During World War II construction of public works projects had been brought to a comparative standstill, with the result that a huge backlog of authorized projects accumulated. When a limited amount of construction could be resumed, the available funds were applied to those projects on which work had been interrupted dur-

ing the war; and, in consequence, projects like those of the Trinity, which had been authorized but not placed under construction, were denied consideration as a matter of administrative policy. This was the situation which faced the advocates of the Trinity program. To say that it was discouraging is to understate the case.

Neither time nor space permits an explanation here of the obstacles which were confronted and the manner in which they were resolutely overcome. Suffice it to say only that the tasks were more than difficult, and the persistence and dedication of the Trinity supporters more than adequate. Federal funds were vigorously sought and obtained; and on June 12, 1947 — nearly ten years ago — the first of the four reservoirs, Benbrook, was officially placed under construction. Lavon and Grapevine followed a year later; and the last and the largest, Garza-Little Elm, was begun two years thereafter. The Fort Worth and Dallas Floodways were also started. In subsequent years appropriations from Congress were obtained annually to continue and complete this vital phase of the Trinity program.

During the past ten years \$68,000,000 of Federal funds have been expended on those Trinity projects. That's a considerable sum of money, to be sure, but the

Trapping the Trinity torrent: A decade of foresight and persistence averts a major catastrophe.

U. S. Corps of Engineers has conservatively estimated that the existence of those projects saved more than \$65,000,000 in damages during the recent flood. In other words, the Federal investment made in the Trinity reservoirs and floodways during the past ten years was paid off in a single flood.

This is not to say that damages were not suffered. Many were left homeless, and some even died, yet even in the bosom of tragedy there can exist a prayerful thanksgiving that the greater catastrophe was averted, and it was averted, not by chance, not by some caprice of nature, but by the practical design of foresight, determination, and hard work. The lesson for the future is here to be learned today, a lesson contained in an expanse of tranquil water behind the mighty dams, a lesson of faith and achievement, written in the rain.

CONSTRUCTION HOLDS HIGH LEVEL
AS NATION CONTINUES TO

Watch Dallas Grow

by Tom McHale



Construction continues to provide the most graphic evidence of Dallas' dynamic growth. Last year, construction contract awards in Dallas County totaled \$227,315,000. This breaks down to \$104,641,000 for residential building; \$87,076,000 for non-residential and \$35,598,000 for engineering-non-building.

Ranking sixteenth in the nation in population, Dallas ranked fourth in building permits in 1955 and fifth in 1956. The Dun & Bradstreet Report of January 21, 1957 on 217 cities for preceding twelve months periods showed Dallas (City of Dallas only) with \$166,994,592 in building permits in 1955 and \$135,967,074 in 1956. In 1955, Dallas ranked only behind New York, Los Angeles and Chicago and ahead of Houston. In 1956, Dallas ranked slightly behind Houston. This Dun & Bradstreet Report shows such large population centers as Philadelphia, Detroit, Cleveland, San Francisco, Cincinnati and Milwaukee lagging behind Dallas in building permits.

The pace of Dallas building is reflected in the fact that in multi-million dollar projects alone, Dallas now has more than \$250,000,000 in projects of this size actually under construction. Heading up this parade of major building projects for Dallas of the future is the Exchange Park Development which will be a city within a city. Exchange Park, when completed, will involve an expenditure of approximately \$125,000,000. Next in size is the Southland Center Development with its mammoth steel framework now rising on the Eastern Edge of the Central Business District. Covering an entire block in area, this project will include the 42 story home office tower



of the Southland Life Insurance Company and the 28 story ultra-modern Sheraton Dallas luxury hotel. Cost of this project will be in excess of \$30,000,000.

Completed this year is the \$3,000,000 Vaughn Building, and slated for completion in July is the \$3,500,000 Dallas Federal Savings & Loan Building. Almost directly across the street from the Vaughn Building is the steel framework of the \$7,000,000 Mercantile Dallas Building. On South Akard Street, the new \$8,000,000 Dallas Memorial Auditorium is now in the final stages of construction. In the Trinity Industrial District, the first unit of the \$6,500,000 Dallas Home Furnishings Mart is nearing completion. Construction activity abounds at Love Field, where the \$7,500,000 Terminal Building is the heart of a \$25,000,000 expansion program that involves new runways, underground fueling systems, and multi-million dollar facilities for the major airlines, including Braniff International Airways, Delta Airlines, American Airlines, and a \$1,500,000 program by Southwest Airmotive.

Other projects in the million dollar class selected at random in various parts of Dallas include the \$5,000,000 Dicker-Frank Apartment project at 3525 Turtle Creek, the \$1,700,000 Holiday Inn Hotel opposite Love Field, the \$1,500,000 Dallas Country Club, the \$3,500,000 University of Texas Southwestern Medical School Advanced Science Building, Sanger Brothers \$2,500,000 Preston Center Store, the \$3,500,000 Chance-Vought high speed wind tunnel, the \$1,300,000 Times-Herald Building, the \$1,500,000 Plastics Manufacturing Co. plant, the \$2,000,000 Temco Building project at Garland, and Texas Instruments Inc. \$4,000,000 plant on Central Expressway. These figures do not include projects below the \$1,000,000 class, nor do they include projects that have been announced but are not yet actually under construction.

This 1957 construction program follows on the heels of ten years of record breaking in Dallas County. From 1947 to 1956 inclusive, the residential and non-residential building total in Dallas has never been less than approximately \$100,000,000 annually, and in the last six years of this period the figure has approximated \$200,000,000. Total residential building contracts awarded in Dallas during this period amount to \$1,086,156,000, and total non-residential building contracts awarded totaled \$586,430,000. This means that the total of both residential and non-residential contracts for this period in Dallas County add up to the staggering total of \$1,672,586,000. Despite this sustained building program extending back over a decade and more, Dallas is still straining to keep up with the



DALLAS LOVE FIELD Terminal is the heart of a 25-million dollar expansion program.



PHOTOS OF HEAVY EQUIPMENT and sidewalk supervisors courtesy International Harvester Corporation.



demand for public and private building, and in no sense of the word can be said to be overbuilt. The speed of leasing and rental in office and industrial building projects has consistently run ahead of the expectations of owners, and new industrial projects, shopping centers, and office buildings in the planning stage promise a continuation of high level building in Dallas.

The competition for mortgage money and the national tight money situation has been reflected in a slowing down in the number of housing starts in Dallas, as well as in other parts of the nation. Here again, Dallas is in a most favorable situation, because its employment gains have outstripped its housing starts during the post-war years.

Charts and figures compiled by the Research Department of the Dallas Chamber of Commerce show that during the period 1950 and 1956, Dallas County had a net employment gain of 81,050. For the same period, its housing starts numbered 78,277. Figures covering the entire United States show that during the 1950-1956 period, net employment gains amounted to 4,868,000 and housing starts reached the figure of 8,387,600. Getting this down to comparative percentages for statistical purposes, Dallas County shows up with 1.7 per cent of the nation's employment gains and .9 per cent of its housing starts for this period. Using another yardstick to further show its favorable position as a potential market for housing, we find that while nationally, housing starts exceeded employment gains by 3,519,600; Dallas employment gains exceeded housing starts by 2,773 for the period 1950-1956 according to the above figures. At the same time, figures by the Research Department of the Dallas Chamber of Commerce and published in the March, 1957 issue of DALLAS show that according to the U. S. Census of Manufacturers for the period 1947-54, Dallas registered an employment gain of 93 per cent compared with a figure of 74 per cent for Texas, a figure of 30 per cent for the Southwest, and a United States figure of 13 per cent.

Thus we find that while Dallas housing starts for the period 1950-56 (Residential Building Contract Awards running annually from a low of \$104,641,000 to a high of \$148,524,-



NEARING COMPLETION in the Trinity Industrial district is the first unit of the 6½-million dollar Dallas Homefurnishings Mart.

A NEW 5-MILLION dollar luxury apartment building, with swimming pool, putting green and green house is under construction at 3525 Turtle Creek.



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000) even at this \$100 Million plus clip, did not keep pace with its employment gains. The market for Dallas homes in the immediate future is reflected in the pace of its increase of manufacturing payrolls shown in the same issue of DALLAS. Here again U.S. Census figures show an increase in its manufacturing payrolls from \$97,507,000 in 1947 to \$297,705,000 in 1954. This represents an increase of 205 per cent in manufacturing payrolls compared with a Fort Worth percentage gain of 153 and Houston gain of 102 per cent. The 1956 manufacturing payroll of \$364,031,000 and the total Dallas 1956 payroll of \$1,299,600,000 clearly show the strong background of Dallas income to more than keep up with the pace of its residential and non-residential building program.

A further factor providing a sound base for an expanding market for the building industry in Dallas County is its present average growth of 35,000 people per year.

The Research Department of the Dallas Chamber of Commerce estimates the present rate of net in-migration to Dallas County at approximately 20,000 people per year and the annual increase in births over deaths at more than 15,000 per year. This breaks down to an average population increase of 2,083 per month and 673 per week.

The current strength of the Dallas market for older residences is reflected in figures just released by the Dallas Real Estate Board. During the past month, the total of Dallas homes sold through the Board's Multiple Listing Service exceeded \$1,500,000 for the first time in April since the cooperative listing service was established by The Real Estate Board four years ago. Almost all the homes sold through the Multiple Listing Service have been occupied by at least one owner. The

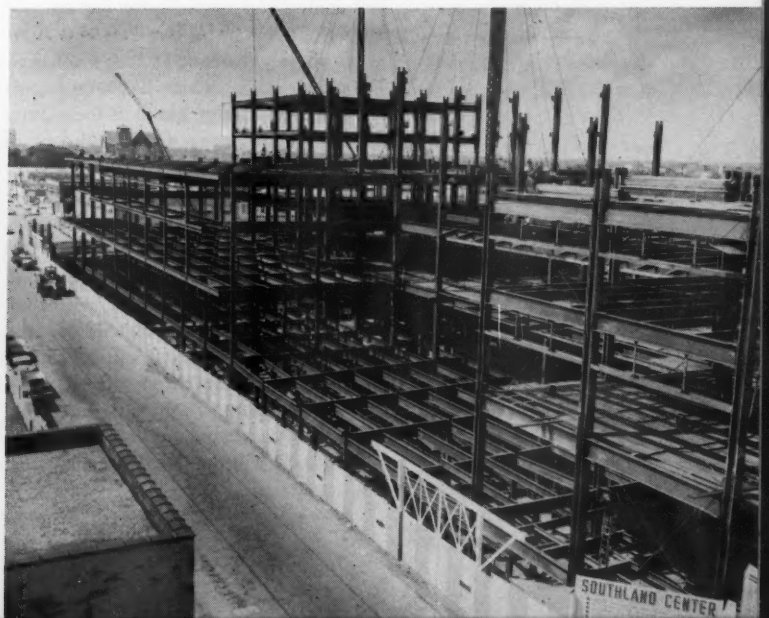
total sales price of homes sold through this service for the first four months of this year reached a new high of \$5,406,000. On January 1 of this year, the cumulative sales price of total homes sold through the Multiple Listing Service since its start in February, 1953 was \$57,834,000, while the cumulative total has now jumped to \$63,200,000 for the 51 months of operations.

While non-residential building has admittedly slowed down in Dallas County during the current year, a survey of present developments in various parts of Metropolitan Dallas shows that where developers are using modern sales methods and building for the modern home market, they are meeting no difficulty in selling homes.

A prime example of this is the Singing Hills Development where a week before its formal opening on Easter Sunday, 30 homes had been sold. Opening day at Singing Hills drew 30,000 persons out in the rain to inspect the development. By the end of the first week officially in business, 70 homes had been sold representing \$1,200,000 in sales. The builders of this project conducted a survey throughout the nation to find out what home owners most wanted in their dream homes.

Another center of residential building capacity is the Lockwood Addition. The total value of this project, when completed, will be \$35,000,000. This 434-acre development has 1,200 homes planned — of which 400 have already been built. Homes in this development range from \$13,000 to \$20,000. A feature of this development was the building of a four-lane divided highway from Garland Road to Northwest Highway, a distance of one and one-half miles at a cost of a quarter million dollars to the developers.

THE STEEL SKELETON of the 30-million dollar Southland Center is now rising on the eastern edge of the business district.



Lockwood Shopping Village slated for opening soon, covers 45 acres and represents an investment by tenants and developers of \$12½-million. Corthum-Murray, developers of this project, gave the Dallas Park Board 41 Acres of land including creeks and streams and also provided a building site for a YMCA. At Farmers Branch 175 new homes have been built this year in the Valwood Park Development. The Valwood Park developers estimate that the total number of new homes to be added to this community this year will be 500. Population of the Valwood Park Section of Farmers Branch has moved past the 3,400 mark with 974 homes occupied in Valwood Park since the first families moved in 20 months ago. Another optimistic note on Valwood Park is the recent announcement that Wyatt Food Stores will build the largest super-market in their local chain in the 42-acre Valwood Shopping Center.

Another high activity spot in residential building is the Flair-South Development in Oak Cliff. Last year, Fox & Jacobs Construction Company sold a million dollars worth of homes in their first ten days of operating their "Flair For Living" project in Highland North. Flair-South will consist of 250 completely air conditioned homes priced from \$22,950. Since their official opening on April 14, they have maintained an average of almost one sale per day.

Sparkman Club Estates provides another example of homes moving in the quality market. Sixteen members of the newly established Custom Builders Guild are constructing homes in this development which will include the unique feature of a \$100,000 country club complete with swimming pool for the residents of this development. Ninety per cent of the existing homes in this development are already occupied and the developers of Sparkman Club Estates plan to build 600 homes in this project.

These case histories of Dallas projects show that while residential building, although considerably behind last year, is anything but dormant. Looking at the broad national picture we find Dallas still maintaining its position of fifth in the nation. The Dun & Bradstreet Report of April 24, 1957, shows that for the first three months of 1957, Dallas is outranked only by New York, Los Angeles, Chicago and Houston and this includes City of Dallas Building permits only. This report also shows Dallas still running far ahead of the larger population centers mentioned in the first part of this article in overall building.

In size and scope the Exchange Park development and Southland Center loom largest in the Dallas building picture and point up Dallas of the future. Together, they comprise more than half of Dallas current multi-million dollar program.

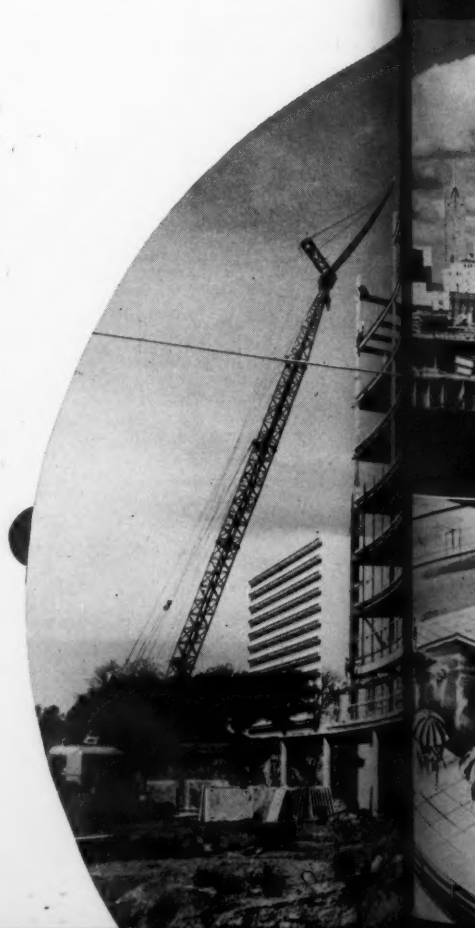
In the very heart of Dallas, Exchange Park will extend over 120 acres—all of which has been engineered to create a park-like setting, retaining much of the natural beauty of the original thickly wooded area. Once a dream of William A. Blakely, United States Senator, banker, lawyer, insurance and airline executive, this project will be America's first completely integrated commercial development. The development will provide a total area of 2,394,065 square feet of usable floor space.

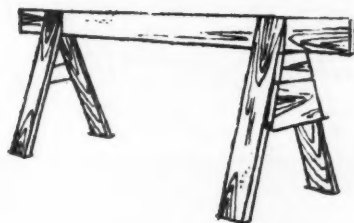
Basement and service areas will be 453,200 square feet. Illuminated parking facilities will accommodate 15,000 automobiles. The anticipated normal occupancy of Exchange Park, exclusive of hotel guests, will be 25,000 persons. Major components of this development will be four multi-story office buildings totaling 875,00 square feet of floor space.

This represents one-tenth of the present available office space in Dallas. It will include a hotel containing in excess of 1,000



A GIANT CRANE, hoisting steel to the top of the Braniff Airways building, frames the nearly complete Exchange Bank Building, first two units of the 125-million dollar Exchange Park project.





CROSSING BELOW the Dallas skyline is the new toll road bridge, below top, the lower sketch above shows the proposed private country club for homeowners in the Sparkman Club estates development.

guest rooms, with complete facilities for recreation. Total usable space will be 442,180 square feet.

It will include a medical research center of 452,400 square feet with complete research and clinical facilities and professional offices. Its maintenance building to house power plant, boiler room and maintenance facilities will be comparable in size to a six-story building. It will have a major department store with 200,000 square feet or more and will include 150 retail shops having a total of 460,105 square feet.

The new home of the Exchange Bank & Trust Company, a 14-story building with 13 stories above the ground, will contain 251,820 square feet. This building is now nearing completion. Steel construction is well under way on the Braniff Building which will be ten stories above the ground and will contain approximately 181,500 square feet. This building will be used by administrative personnel of Braniff International Airways. The maintenance building is also well under way. The third major office building to be constructed in Exchange Park will house the home offices of three Dallas insurance companies, Girard Life Insurance Company, Guardian Life Company, and Guardian Underwriters Life Insurance Company. This building will contain approximately 250,280 square feet of floor space. All units of the project will be connected by air-conditioned malls or pedestrian streets to top off the completely weather controlled city. Over a mile in length (5400 feet) these 40-foot wide walkways will be covered overhead by skylites and will be lined on each side by retail shops. Malls will be attractively landscaped with recessed plant areas containing colorful flowers, shrubs and small trees. The whole project will be landscaped as a park and between 200 and 300 of the almost 1,000 trees on the site have been preserved.

The huge Southland Center will provide a new look for the downtown Dallas Skyline. This will include the largest and finest office building West of the Mississippi, the 42-story home office tower of the Southland Life Insurance Company and a 28-story tower leased to the Sheraton Corporation of America which will house the Sheraton-Dallas luxury hotel.

Excavation and foundation work was completed in late December 1956. More than 5 million feet of earth and rock was removed from the site. First vertical steel was set in position in January and steel for the first through seventh floors of the office building and four floors of the hotel is already in place. Future plans call for the erection of an additional 36-story office building on this site.

BIG D's BIG BUILDUP

*Fast Pace of Downtown Construction
Pumps New Blood into Dallas' Heart*



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The sight of sidewalk barricades and the staccato sound of the riveters gun have become as familiar to Downtown Dallas as busy department stores and shrill police whistles. But to the Dallas visitor the perpetual downtown building activity is always a source of amazement.

It is not difficult to discover the reason for the visitor's surprise or the Dallasite's nonchalance. One need only consider that there are metropolitan areas in the United States, comparable in size to Dallas, which until very recently had experienced no major downtown construction in 20 years. On the other hand, in the past decade Dallasites have witnessed the construction of 5,834,368 square feet of new downtown floor space, or roughly the equivalent of nine Republic National Bank buildings.

Add to this the 2,280,000 square feet of downtown floor space now under construction and scheduled for completion in 1957 and 1958 and the total becomes a whopping 8,114,368 square feet.

When did this all start... and why?

It really began in 1945, immediately after the war, and the reason was simple... downtown Dallas was bursting at the seams with wartime growth and most major construction was out of the question during the war.

Thus with Dallas business chomping at the bit, when a free rein came at the war's end... it was off and running. The pace has varied, but it has never stopped. As a matter of fact 1957 is sure to be a record year followed by another in 1958.

The pace was set by the Trinity Universal building which was completed in 1947. No other buildings were finished that year, but 1948 added the new Universal building to the list.

In 1949 things really began to pop. Over 537,000 square feet of new downtown floor space was completed, including the Mercantile Securities and Life of America buildings.

The year 1950 saw the total jump to 687,000 square feet, including the Rio Grande building, the Atlantic building, Employers Insurance building, Insur-O-Medic building, Great American Reserve building, and the Lowich building.

Over 670,000 square feet were opened in 1951-1952 led by the Mercantile Commerce building and the Corrigan tower. Other buildings completed in 1951-52 were Baptist building, Lynch building, Republic National Life building and Preferred Life building.

The Fidelity Union Life building set the pace in 1953 furnishing 325,000 of the 601,325 square feet completed. Others finished in 1953 included United Bankers Life building and Gibraltar Life building.

Of course the high point of 1954 was the completion of the Republic National Bank building with its 615,000 square feet of floor space. Adding to the total of 985,000 square feet completed were the Burt building annex and the Gulf Insurance building.

Completions dipped in 1955 to 518,200 square feet with the 27-story Adolphus Tower and the County Records building annex supplying over half.

Completed downtown floor space rose to 1,117,000 in 1956 including the new Municipal building, the Statler Hilton Hotel, Insurance Center and the Republic Insurance building.

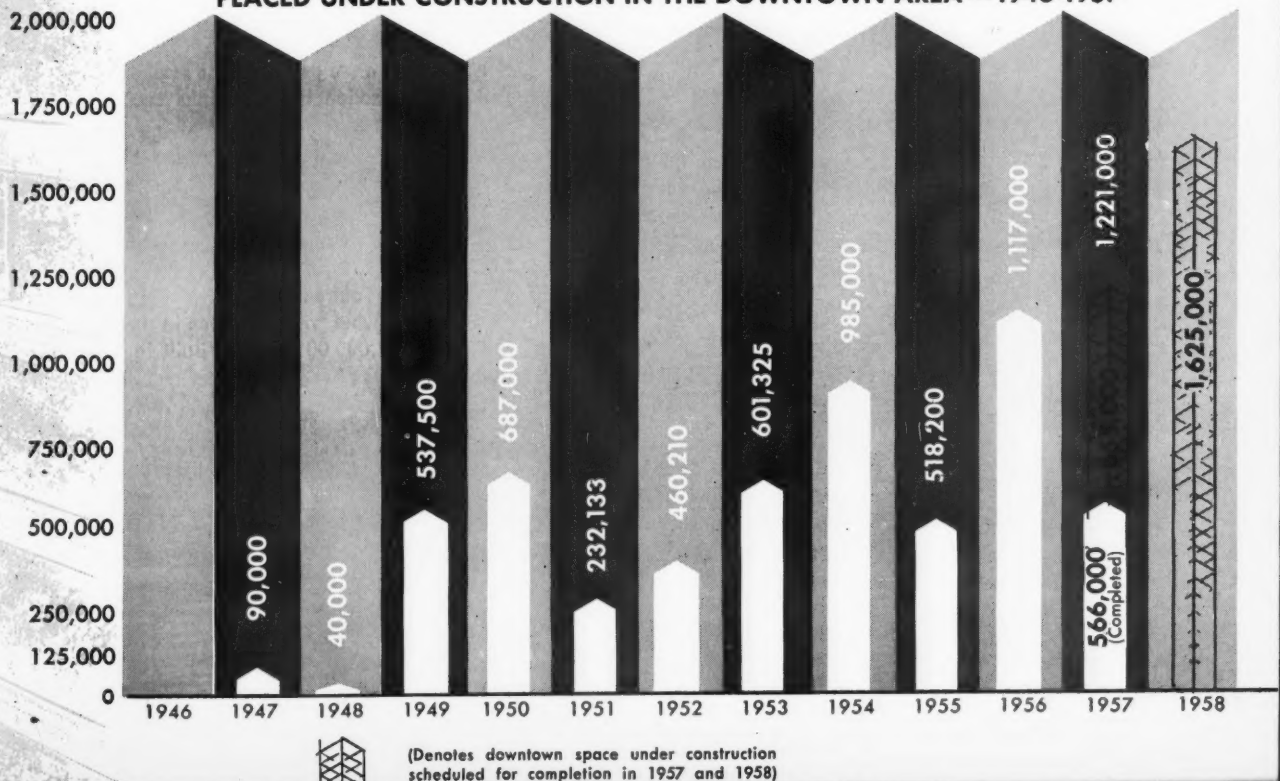
Thus far in 1957, 566,000 square feet of downtown floor space has been completed. The Vaughn building accounted for 123,000 square feet and others included the First National Motor Bank, Texas Autoramic Motor Bank and the Municipal Auditorium.

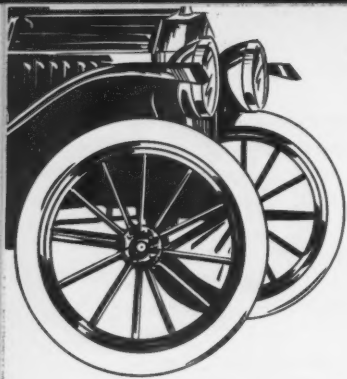
Still to be completed in 1957 is 518,200 square feet. Due to be opened this year are the Dallas Federal building, the Mercantile Dallas building, the Burrough's building and the J. Curtis Sanford building.

It's an impressive story, but the best is yet to come in 1958 when the completion of the mammoth new Southland Center will push the total new floor space for the year to over 1,625,000 square feet.

Dallas likes the sound of the riveter's gun and the sidewalk barricades... they are signs of life in the heart of the city. Without them a city will wither and die. Dallas likes them, and everything indicates they'll be around quite a while.

TOTAL SQUARE FEET OF NEW FLOOR SPACE COMPLETED AND PLACED UNDER CONSTRUCTION IN THE DOWNTOWN AREA - 1946-1957





2-MILLION

BUILT IN TEXAS BY TEXANS

The date is 1909, just one year after the introduction of Henry Ford's new "universal car," the Model T.

The place is the newly opened Dallas sales and service office of the fledgling Ford Motor Company.

Two men, B. S. Graves and Morris Leville, are busy bolting the wheels, top and body on a shiny black motor car perched atop saw horses. As the last bolt is given a final tightening twist the two men stand back and admire their handiwork. A spanking new Model T Ford . . . the first of over two million Fords to be assembled in Dallas.

Five years later Leville is named superintendent of the first Dallas Ford assembly plant, located in a five-story brick building at Canton and Williams.

The first cars assembled at the Canton Street plant are Model T touring cars and roadsters, and they're gobbled up by the hungry Texas market faster than they can be built.

So, in 1924 a new plant site, on East Grand Avenue near the edge of town is acquired, and more Model T's are rolled off the lines.

It seems impossible to today's car conscious public that a plant built in 1924 could be producing the same Model T's that were laboriously hand assembled in the Dallas sales and service office 15 years earlier in 1909. But the Model T was queen for 19 years. And a proud and talented queen she was, too.

Fifteen-million of them were built, and they terrified and then replaced, the horse and buggy and buckboard on every highway and back road of America. There are still 100,000 of the fabulous cars on the road.

All the buyer had to do was plunk down \$290 on the line and he could drive a shiny black Ford out of the showroom. Or if he preferred he could order one from his mail-order catalog.

In the Model T he was buying a car that was built to "go through everything," an important factor when one considers the highways of America during the queen's reign.

It was no problem to operate the Model T which was controlled by three foot pedals, clutch, reverse and brake. For a hair-raising 45 mile an hour ride down a country road, the driver need only pull the hand throttle down hard and let 'er rip.

Actually the transmission of the Model T was not so old-fashioned as one might think. It was of the planetary type, the same principle used in today's automatic transmissions.

Yessir, the queen was quite a car, but her reign inevitably came to an end, and on May 26, 1927, just 30 years ago, the last Model T rolled off the line.

Her successor and heir, the Model A, was also a noble vehicle. But her reign was short compared to the queen's, and somehow she never replaced the Model T in the hearts of automobile lovers.

The end of the era of the Model T's and Model A's, however, was only the beginning for Ford in Dallas.

In 1932 the first Ford V-8 came off the assembly line and America was introduced to the engine that was to be the great granddaddy of the main power plants for all today's cars.

The Ford V-8 launched a parade of annual models to drive off the Dallas line, interrupted only by the second World War.

Today some 3,000 Ford workers in Dallas have replaced the two men who opened up the first sales and service branch in 1909, and the annual payroll totals more than \$16,000,000.

When Morris Leville, one of the two pioneer Dallas employees, returned last month to help celebrate the production of Dallas' 2,000,000th Ford, he saw a modern industrial plant which was beyond the wildest dream of anyone back in 1909 . . . except maybe Henry Ford.

For in the Dallas plant he saw floor space equal to 15 football fields, with three and one-half miles of conveyers which flow together to turn out 37 vehicles an hour . . . 16 hours a day.

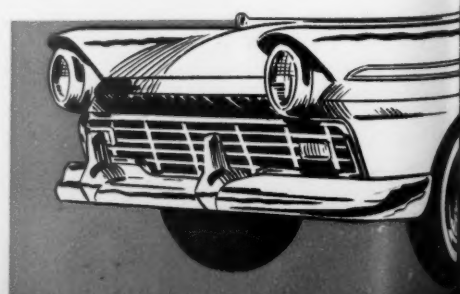
And it takes a little more money to operate a Ford assembly plant today, than it did when Leville opened the Canton Street plant in 1914.

More than one million dollars worth of material is used by the plant each working day . . . the equivalent of a freight train 65 cars long filled with stock.

New Fords drive off the Dallas assembly line with 1,366,009 gallons of gasoline in their tanks each month . . . and over 13,000 gallons of motor oil.

Freight bills for stock and material brought to the plant and for transportation of finished cars to dealerships, amount to some 15-million dollars a year.

Things have change since 1914 . . . Ford has grown up with Dallas over the 42 years since the opening of the Canton Street plant, and the future is even more promising for both of them. Who can say what will take place in the time required to turn out another 2,000,000 Fords "Built in Texas by Texans"?



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REPUBLIC
National BANK of Dallas

SMU Looks Ahead and Unveils

A PLAN FOR THE FUTURE

Wearing a shiny new pair of seven league boots, acquired last month with the announcement of the installation of a new Univac Scientific Computer, SMU continues to take giant steps toward the future.

At a Board of Trustees' meeting this month, Southern Methodist University adopted a record budget of \$6,468,363 and gave the green light to plans for an advanced graduate program and a new graduate research center.

In addition, SMU President Willis Tate outlined a far-reaching ten-year planning program for his university. The new graduate program calls for the formulation of studies leading to the Ph.D. degree in certain fields among the humanities, social sciences and in the pure and applied sciences. Dr. Claude C. Albritton, Jr. was elected dean of the graduate school and will head the new program. Dean Albritton has been dean of the faculty of the College of Arts and Sciences since 1952 and has been a member of the SMU faculty since 1936. He is a graduate of SMU. In commenting on the new program, President Tate said:

"Graduate studies have been a part of the university's work since its beginning, but this work has been limited to master's degrees. Universities have an obligation to advance learning, and this is the specific function of work leading to the doctor's degree."

The announcement does not mean that SMU will begin awarding doctor's degrees next year, or even in two years. A program of such scope will take considerable time to develop, and it is the intention of the university to develop the graduate programs one field at a time.

The development of doctoral programs in the humanities and social sciences will pose no problems in organization. Working within the framework of the Graduate School, it is hoped that two or three programs of study in these fields will be worked out within a period of five years. Selection of the areas for development will be made by a special committee appointed for that purpose. Advanced studies in the pure and applied sciences, however, cannot be managed entirely within the present structure of the university.

To build a graduate school of the nat-

ural sciences and engineering along traditional lines would require more in annual working capital than SMU now has as endowment. What's more, the university would be building according to a plan that is already outmoded.

Most of the professional talent in engineering and science no longer resides on college campuses. For years, industry and government have been acquiring faculties of their own to man research and development projects. Many commercial research laboratories are actually engaged in basic scientific investigation of the kind formerly conducted by universities. Conversely, many universities are engaged in commercial research of a type better suited to profit-making organizations. In respect to research and in the training of scientists, both industry and education seem to have lost sight of their primary goals.

With these facts in mind, SMU proposes to build the new graduate program on the foundation of cooperation between industry and education in basic scientific and engineering research, with the hope of producing a new generation of scientists and engineers.

The result of this cooperation would be the proposed graduate research center, patterned after the organization of the Southwestern Legal Foundation. The directorate of the center will consist of local leaders in business and industry related to science and technology. An outstanding scientist or engineer will be named director by the Board.

The fellowship of the center will consist of scientists and engineers who are eager to advance their fields of knowledge. Problems in basic science and engineering, generated among the fellowship, will be screened for subjects suitable for doctoral dissertations.

Persons working with these problems may be admitted to the university's graduate school in the usual way, working toward graduate degrees at SMU. The university will be in charge of all academic matters in the work toward the doctor's degree.

J. Erik Jonsson, president of the Dallas Chamber of Commerce, has expressed his belief in the willingness of business and industry to cooperate in the establishment of the graduate research center.

In proposing a ten-year expansion program for SMU, Dr. Tate listed seven areas in which the expansion would have to take place. They are: 1, preparing for an additional enrollment of from 2,000 to 4,000 students by 1967; 2, expanding facilities to train additional personnel for industry; 3, expanding facilities for training personnel in business; 4, expanding facilities to provide for the increasing cultural needs of the area; 5, expanding facilities to provide new leaders for the Methodist church; 6, expanding facilities to provide additional college teachers with special reference to teachers of religion; and 7, expansion of dormitory facilities, parking space, sports areas and a health center on the SMU campus.

The proposed expansion program would cost an estimated \$13,700,000.



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One-Day Membership Drive Goes Over the Top

The Membership Committee's "One Day Drive" for 1957 went over the top with a total of 492 new Chamber of Commerce memberships. With a goal of 450, this year's total surpassed last year's record of 390, and brought the 1957 total so far to 1,097 new members. During the drive 21 Top Hands were awarded.

Gifford-Hill Pipe Company, Texas Bank Bldg.; J. Rutledge Hill, R. A. Foley, W. E. Powell and J. W. Porter (Tom Owens).

Retail

Blaine's Upholstery, 3247 Love Field Drive; Blaine R. Morton (Bob Richards). **Carren's Flowers**, 5814 Lovers Lane; Seymour Carren (John Smith). **B & W Package Store**, 2001 Cadiz; Mrs. Lucille Haywood (Pat Chandler).

Simone Tailoring Company, 1707 Main; Nick Simone (Jack M. Clark).

Taylor Hearing Center, 701 Wilson Bldg.; M. R. Mathison (Frank Adams). **McClanahan Furniture Company**, 5507 E. Grand; Wood McClanahan (D. C. Cox).

The Shutter Shoppe, 236 Inwood Village; Robert C. Byrnes (Bob Richards). **Sound Engineering Company**, 4329 Belmont; James B. Adair, Jr., and David O. Weber (John Horton).

The Southern Company, 3303 Commerce; J. Paul Smyers (E. T. Peterson).

Crabtree Studio/Dallas, 1624 Lynn Haven; Tom Crabtree (Jim Layne).

Cline Music Company, Inc., 1307 Elm; Durward J. Cline (John Horton).

Utley Carpets, 2421 Inwood; John L. Utley (J. I. Jordan and Jim Henderson).

Hotels, Motels, and Restaurants

Cal's Barbecue Inn, 4802 Greenville; Harry Kumpuris (Nick Tish).



JEROME CROSSMAN Day was a special one in Membership annals when the former Chamber president was honored for sponsoring over 500 new memberships since January 1, 1955. On hand for the presentation were Ben Critz, manager, and Felix Harris, membership chairman.

Southern Kitchen, 10500 Harry Hines; J. E. Sohrweide (Walter D. Bull).

Jardee's Italian Restaurant, 2607 North Haskell; John J. Trizza (Lew Zafran).

Automobiles

Bud Hammett's Humble Service, 6502 Lemmon; Bud Hammett (Walter D. Bull).

Individuals and Service Organizations

Dallas Civitan Club, 2115 Main; Herschel Futch (Fritz Kuler).

Financial

Washington Underwriters, Inc., 2111 North Akard; Bruce Constant (Jim Layne).

Texas Consolidated Investment Corporation, 10326 Kilkeny; Leonard T. Wright and R. L. Ross (Jack Clark).

Real Estate

Stanley Hickman Company, 1104 Kirby Bldg.; Stanley Hickman (Bill Peterson).

Nick Tish, Real Estate, 2503 McKinney (Ned Meyerson).

Amusement and Entertainment Ice Sports, Inc., Ice Arena, Fair Park; Clarence E. Linz (Floyd Martin).

Mark Wilson, Magician, 4937 Hall (Hugh Thompson).

Zoo Bar, 1600 Commerce; Robert E. Russell (Jim Henderson).

Transportation, Transfer and Storage, Delivery

Merchants Terminal Warehouse Company, 8700 Sovereign Row (Tom Finney).

Printers and Publishers

Kwik Kopy Service, 1710 Jackson, Room 263; Don Sanford (Jack Wantland).

Flight Magazine, 2700 North Haskell; George H. Hadaway (Jack Hospers and Ned Meyerson).

Mosher Printing Service, 6926 Harry Hines; Orville W. Mosher (Bob Richards).

Preferred Printing, Inc., 2810 Elm; J. M. Kogan (Jim Layne).



"TOP HAND" awardees and their sponsors during the drive included, l. to r.: J. D. West, George Franko, Paul Connington, Jim Bond, R. L. Thornton, Jr., and Harry Crutcher.

COMMITTEEMAN OF THE MONTH

Our Committeeman of the Month is Ralph Breum, a Lasso Club veteran now in his third year of service with the group and currently holding the responsibility of a Vice Chairmanship. He has a consistent record of results-getting effort, and has won five Top Hand Awards. His April score was 23 new Chamber memberships.

Ralph is accustomed to an atmosphere of results-getting. He is Vice-President of Windsor Properties, Inc., where he has helped Bill Windsor in the spectacularly successful development of Brook Hollow Industrial District. The story of Brook Hollow as the textbook example of modern planned industrial growth has brought national attention to Dallas.

A native of the Northwest, where



RALPH BREUM

he was graduated from Whitman College with a B.A. degree in Business Administration, Ralph moved to Dallas from Spokane, Washington, in 1954. He now lives at 3350 Lockmoor Lane with his wife, Eleanor, a daughter, Patty, and son Bob.

Texas Eastern Star Magazine, P. O. Box 220; Warren Smith (Jim Henderson).

Manufacturing and Processing

Photochrome, 4732 Maple; Clark B. Cooper (Jim Henderson and J. I. Jordan).

Supreme Engraving Company, 3106 Ross; M. E. Cervantes (Tom Sheffield).

Charles Dickey, Inc., 5325 Maple; Charles Dickey (John S. Smith).

Sir Sirlain Portion Pak, 9204 Sovereign Row; H. Y. Schwartz (Ralph Breum).

Squibb-Pitzer, Inc., 4020 Hancock; S. L. Pitzer and Bill Moore (Jack Wantland).

Warren Supply Company, 3150 Quebec; Warren Badgley (Don Kerr).

Midwest Materials, Inc., 1709 S. Lamar; Eugene R. Fant (Ralph Breum).

Bausch & Lomb Optical Company, 739 N. Pearl; Jack P. Kyle and G. N. Mastrogany (Jack Wantland).

Chuck's Welding Service, 1213 S. Industrial; Charles W. Williams, Jr. (J. I. Jordan).

New Process Steel & Supply, Inc., 1709 S. Lamar; C. F. Bowen, Joseph G. Dragon and Eugene R. Fant (Ralph Breum).

Texas Duplicating Company, Inc., 8804 Chancellor Row; W. Jordan and W. B. Crowell (Jack Wantland).

Acme Sign & Display Company, 622 N. Haskell; C. K. Megibben (Hugh Thompson).

Budow Manufacturing Company, 1303 S. Lamar; Bernard Budow (Ned Meyerson).

(Continued on Page 46)



ONE DAY DRIVE committeemen who received Top Hand awards and their sponsors are, seated l. to r.: Joe Lambert, Frank Adams, Douglas Beck, Leon Marshall, Pat Chandler, and J. B. McMath, Sr. Standing are: J. R. Gentry, Ralph Breum, James M. Collins, and Don Kerr.

DALLAS • MAY, 1957

**HOT MIX
ASPHALTIC
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PRACTICAL
PAVING
FOR THE
TEXAS
CLIMATE**



Asphalt paving is cool — and that's important in a region where summer temperatures run as high as 115°. Because asphalt absorbs heat and light, it cuts glare and reduces the eye strain of summer driving. For paving which is both cooler and safer, depend on the heat absorbing, glare reducing properties of asphalt.

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Here Comes Music!

Summer and the State Fair Musicals! By now an established hand-in-glove for Dallasites, the 1957 musical productions will open June 10 and last through September 1.

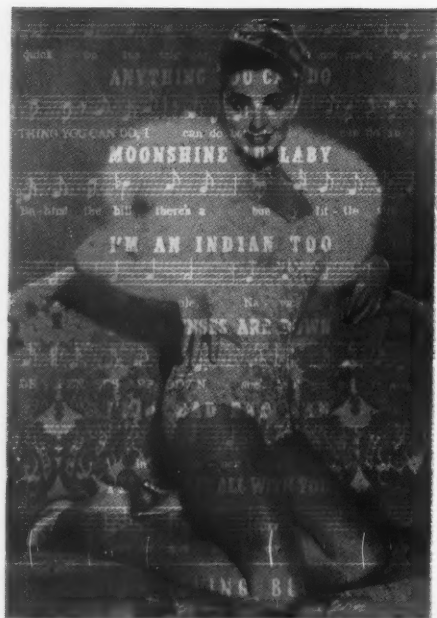
Crest on the cream of Broadway, Hollywood, television and opera which is in the offing this year will be Judy Garland with the season's opener, her own show which has been running in New York since last fall.

The recent Broadway hit, "Fanny," starring Bill Hayes, Nicola Moscona, Metropolitan baritone, and Hiram Sherman will follow Judy on June 24. July 8 will bring "Texas, Li'l Darlin'" back with Jack Carson, Danny Scholl and Jet MacDonald. Musicals' favorite Gisele MacKenzie will return July 22 in the fourth show, "Annie Get Your Gun."

Gone are the lovely long Patrice Munsel tresses, cut short especially for her role in the State Fair Musicals' "South Pacific." Miss Munsel and Eral Wrightson will sing the famous love story on August 5. Anna Maria Alberghetti will wind up the season in the title role of "Rose Marie."

Peter Wolf Inc. has added Louis G. Caldwell to their staff this year. Mr. Caldwell, who will be stage designer for the 1957 Musicals, is a former senior designer for Paramount Pictures in Hollywood. He also taught motion picture designing at Chouinard Art Institute in Los Angeles and has produced and designed for television.

With top talent and outstanding production, the 1957 State Fair Musicals promise Dallasites and visitors new peaks in summer entertainment.



EXCERPTS from

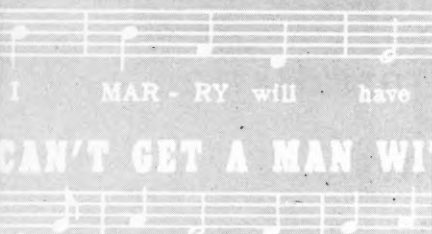
L PRODUCTION

"ANNIE

UN"



THE GIRL THAT I MARRIED



I MARRIED her will have

CAN'T GET A MAN WHO

I'm quick on the trigger, with targets

ANYTHING YOU CAN DO



ANY-THING YOU



Be - hind



ter,

LLABY



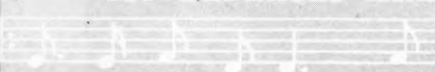
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N TOO



va - jo, Kick - a - poo,

MY DEFENSES ARE DOWN



FEN - SES ARE DOWN, she's

I'M A BAD BAD



a girl in Ten - nes - see

I'LL SHARE IT ALL WITH



My ear for mus - ic,



IRVING
Music Corp.

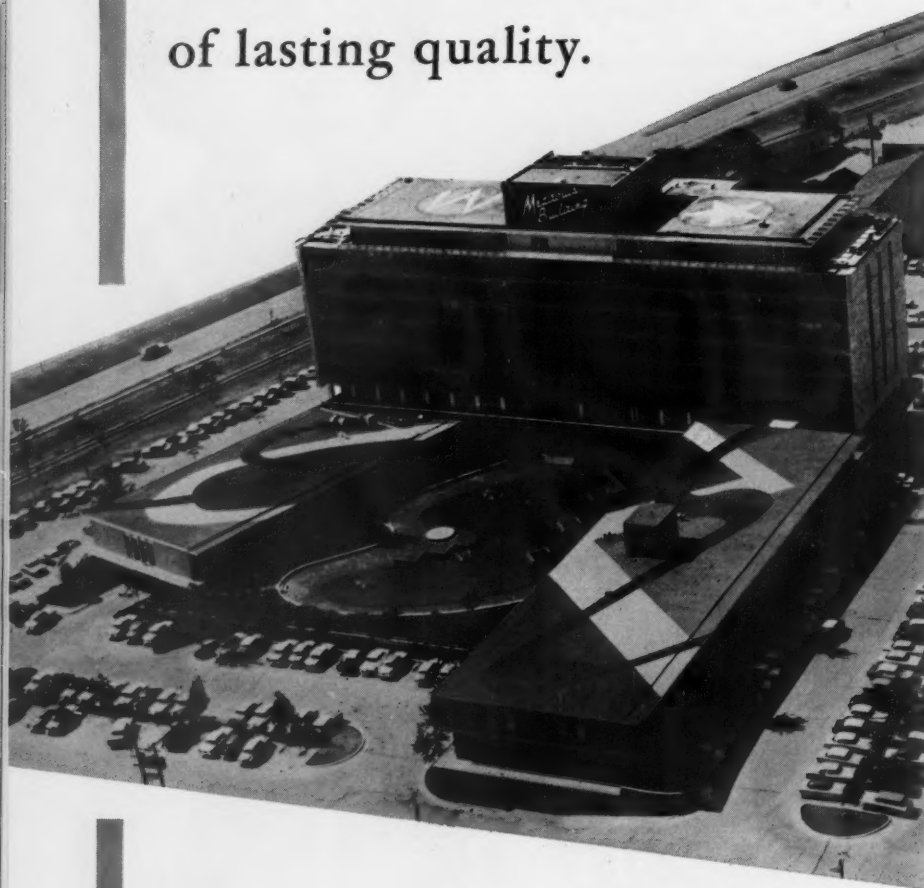
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TOP FLIGHT

Visitors

Thirteen generals and admirals on NATO's Military Representatives Committee gave candid answers on free world defense during their recent NATO conference in Dallas.

Questioned on reports of the United Kingdom's military curtailments, Britain's Admiral SIR MICHAEL MAYNARD



BRITAIN'S ADMIRAL DENNY
Candid Answers

DENNY pointed out with remarkable straightforwardness that modern armaments, including missiles and atomic warheads, enable a lessening of manpower without diminishing retaliatory strength.

*

The mere presence of MAJOR GENERAL H. A. SPARLING at the NATO Conference here spotlighted Canada's modesty in NATO matters.

Back-seating until he was directly questioned, General Sparling explained that over and above its commitment of a billion and a half dollars in direct military aid, Canada maintains three early-warning radar lines over North America, numerous busy air bases and a full brigade in Europe.

*

Colorful HARRY TRUMAN popped into Dallas this month, peppered his non-political address for the John E. Owens Memorial Foundation with highly political

remarks, and succeeded in charming 2,500 spectators into three standing ovations in one evening.



GENERAL SPARLING
North American Protection



HARRY TRUMAN
Foreign Aid and Foreign Trade

Long-ranging foreign-U.S. economic problems, Truman said: "Both foreign aid and foreign trade are essential to our security—but foreign aid has to be paid by our taxpayers, while foreign trade is a fair exchange and costs us nothing. In fact, we profit by it. But more than that, a growing foreign trade will, in time, make foreign aid unnecessary."



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Dallas

What's Doin' in June

State Fair Musicals!

June begins Dallas' biggest theatrical season, the **State Fair Musicals**. For the full story about how they developed from a civic sponsored dog and pony show, check page 22, but we're concentrating on their June attractions.

Years and years ago, there was a movie *Big Broadcast of 1936*. It brought the rising radio star Jack Benny into movies, staged a come-back for Folies veteran, Sophie Tucker and with a casual back-hand gesture introduced a new child star whose name was **Judy Garland**. In a few years, the child grown to a big-brown-eyed adolescent had also grown big enough, show-biz-wise, to gain the lead in the unforgettable *Wizard of Oz*. After that she was almost too big for anybody — including herself. Smash hits followed until finally temperament and mental disturbance snuffed out her career. A couple of years went by without a Judy Garland until in the early 50's we began to hear news of a comeback. Then there was a show booked into the Palace Theatre, New York. And the little girl that people had learned to live without, came out on the stage and sang her way back into their hearts again.

Looking cold bloodedly at her performance, little Judy grown-up, has become a saleswoman for the good old days — everybody's good old days. For the folks who had kids her age when she burst on the scene, she sings "Some of These Days" and "After You're Gone," and a flock of other 20's favorites. For those who grew up with Judy she sells "The Boy Next Door," "While We're Young," other of your high school prom favorites. And woven throughout is the reminder that Judy, who broke in with "You Made Me Love You" and sold such hits as "Trolley Song" is a great big part of your past. So when the lights darken and Judy comes down to sit on the lip of the stage, and with just the tiniest spotlight picking out her child's tear-streaked face, sings the questioning, haunting "Over the Rainbow," chances are you'll be crying with the rest of us.

Musical's second offering, "Fanny," is a bouncy French folk thing that works its way through an illicit love affair to a marriage of convenience with the wrong guy to a happy ending. Fanny (Margot Moser) is in love with Mario (Bill Hayes) who

succumbs to the call of the sea. But Fanny, who has succumbed to Mario, finds she is in trouble and with Mario off on the bounding main, she must perform marry elsewhere and Panisse (Hiram Sherman in the old Walter Sleazac part) is the lucky guy. But this being a folk story of warmth and depth, Panisse loves the baby and Fanny and considerably dies so Fanny and Mario can marry and live happily ever after. Opera star Nicola Moscona sings the part of Mario's father, Ezio Pinza's part on Broadway.

Boxoffice and Bookkeeping

There are two interesting schools of thought in Dallas as evidenced by the **Statler's Empire Room** and **Adolphus' Century Room**. The two different types of clubs are showing two different policies in regard to entertainment. Statler's is a great big room and the management evidently feels they can offer stellar attractions like Jose Greco and a \$5.95 special and still break in the black. But there are groups of people to whom entertainment

is secondary, to whom dining, wining and dancing are the big attractions and to these, Adolphus seems to be making their bid. For since they offered Joe E. Lewis in March, Adolphus has presented no floor show nor have they any planned at this writing.

Meantime, Statler continues to produce a new top act show every two weeks. This month they have dancer-comic **Buddy Ebsen, May 30-June 12**; satirist **Bob McFadden** and songstress **Jo Ann Miller, June 13-26** and banjo solist-singer **Rusty Draper** starting **June 27**. Of these, our heart belongs to Buddy Ebsen who has brightened up many a movie including Shirley Temple's *Captain January* and Gregory Peck's more recent *Night People*.

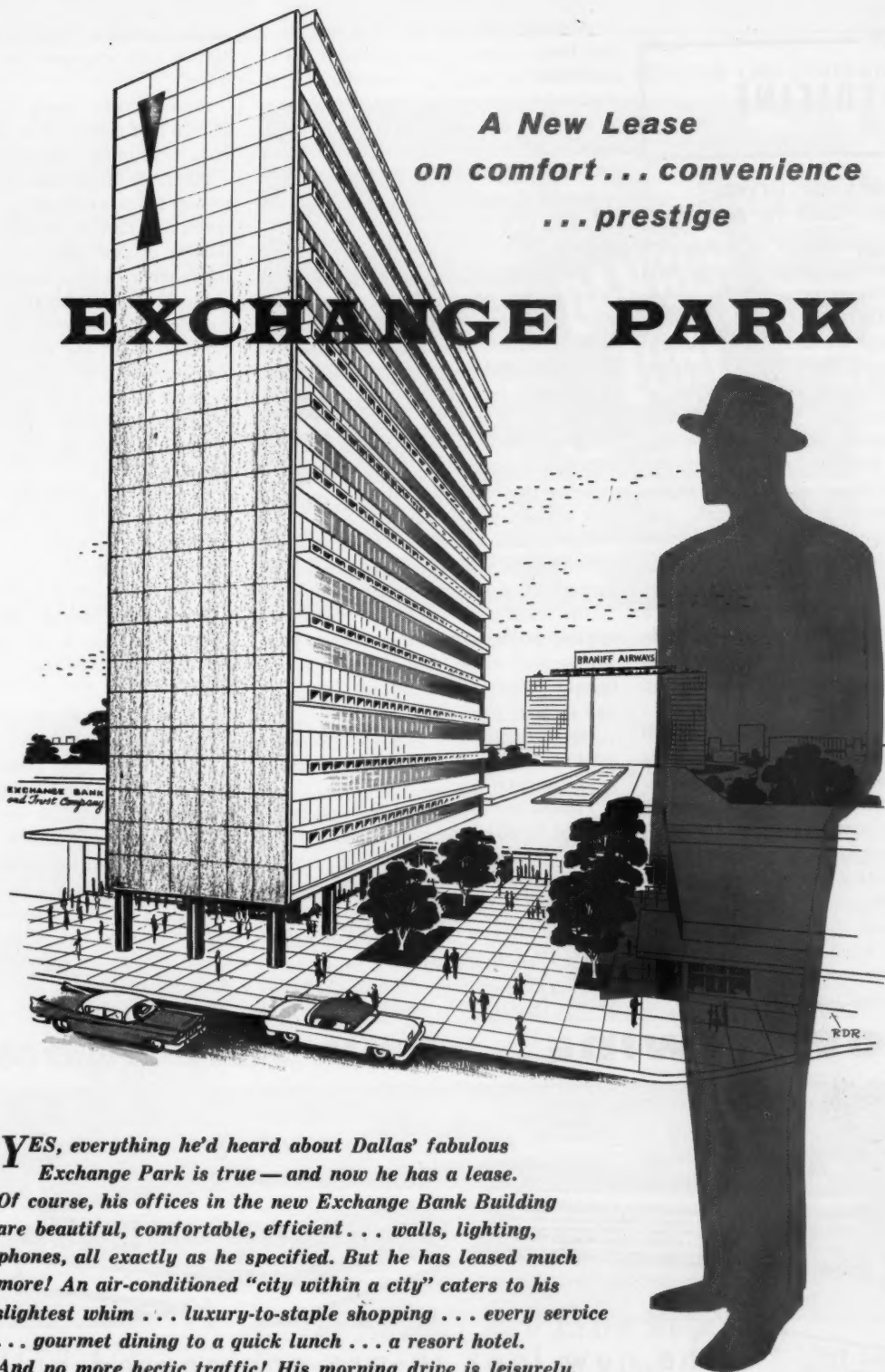
Other Stuff Quickly

The little theatre season is just about wound up but **Dallas Little Theatre** has a honey **May 30-June 8**, "View from the Bridge," by Arthur Miller. You know, Mr. Marilyn Monroe? A movie to see in June will be Gene Kelley's *Invitation to the Dance*. Though Gene only dances in one of the three presented, any one of the three is worth your money. **Interstate** also has a pack of good ones. See **Fear Strikes Out** with young Tony Perkins (Gary Cooper's son in *Gentle Persuasion*) for a taut story about a real-life baseball player, afflicted and cured of insanity. David Niven argues with Stewart Granger about sharing Ava Gardner on a South Seas isle in *The Little Hut*. Kirk Douglas and Burt Lancaster are Wyatt Earp and Doc Holiday in *Gunfight at O.K. Corral*.

to the crabtree

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on comfort... convenience
... prestige*

EXCHANGE PARK



YES, everything he'd heard about Dallas' fabulous Exchange Park is true — and now he has a lease. Of course, his offices in the new Exchange Bank Building are beautiful, comfortable, efficient... walls, lighting, phones, all exactly as he specified. But he has leased much more! An air-conditioned "city within a city" caters to his slightest whim... luxury-to-staple shopping... every service... gourmet dining to a quick lunch... a resort hotel. And no more hectic traffic! His morning drive is leisurely, no hurry to find parking. He enjoys, too, the prestige of his Exchange Park address. All too good to be true? Why not see for yourself?

Located on Hines Blvd., between Inwood and Mockingbird Lane. Leasing for occupancy in July, 1957.

EXCHANGE PARK COMPANY

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Dallas

MEDICINE

Baylor Hospital Drive Sounds the Call to Action

When the now-famous tornado struck Dallas last April 2, it was watched with more than ordinary horror by the people who work in Dallas hospitals.

And although the evil funnel wrought tragedy in many lives, still the injuries and loss of life were only a fraction of what might have been, had the great wind changed its course and smashed through more heavily populated areas.

Apprehension was great in the Dallas hospitals, because the staffs knew only too well the limited facilities available here to meet any emergency.

The tornado as it moved across the horizon dramatized to nightmare size a situation which Dallas lives with constantly: the dangerous shortage of hospital beds to serve the fast-growing city, even in normal times.

Hospitals should operate at only 80 per cent of capacity to be prepared for a disaster such as the recent tornado.

But in Dallas, the hospitals constantly reach 100 per cent capacity, and beyond, with patients spilling into hallways and filling long waiting lists when needed hospital treatment can wait.

To help ease the critical shortage of hospital beds, a public campaign to raise \$2,500,000 to expand Baylor Hospital will be conducted June 1-15.

Advance planning for this vast drive has been under way for weeks. Fred O. Detweiler is campaign chairman, G. H. Penland is campaign chairman, George L. MacGregor advance-memorial gifts chairman.

The \$2,500,000 plus \$1,500,000 to be obtained through a long-term loan will be used in a \$4,000,000 expansion program.

The major addition in Baylor's building program will be an 8-floor (seven stories plus basement) Women's and Children's Building, to be located on the site of the now outmoded and abandoned Florence Nightingale unit.

The new building will harmonize with the Truett Memorial Building. It will have two wings instead of Truett's four, and will join the Truett Building with a walkway at the fifth floor level.

This addition will have 246 maternity, gynecological and pediatric beds, plus 150 bassinets and other essential facilities.

The transfer of maternity, gynecological and pediatric patients from the present hospital will release 100 beds in the present buildings for additional medical and surgical patients.

Baylor's expansion program will add a total of 207 beds and 60 bassinets to the whole hospital.

Present bed capacity of 597 will be increased to 804, and present bassinet capacity of 90 will increase to 150.

Instead of the present 36,400 patients a year now cared for at Baylor, the additions will increase this by 16,300 to a total of 52,700, it is estimated.

The later figures include newborn babies. Now, 6,600 infants are born at

Baylor annually. With the new facilities, 10,600 little strangers can be welcomed there.

And if recent history is any indication, at least that many will be clamoring to be born there in the coming years.

Although Baylor now ranks 69th in size among the 6,600 hospitals in the United States and Canada, it ranks fourth in the number of new babies born and ninth in the number of total admissions.

Baylor hopes to break ground by year's end on the new building. But even with the completion of the Baylor expansion — and even with the addition of two new wings at Methodist Hospital with \$2,800,000 raised last year — Dallas will still lag behind in its race to catch up with needed hospital facilities.

People who are experts at appraising the modern hospital needs of communities have figured out ratios of beds needed to serve the population adequately — ratios which it is not safe to ignore.

These authorities say that 4.5 beds per 1,000 population is the minimum need. Anything less than that is in the danger zone.

Dallas is in the danger zone and sinking deeper every day.

In 1954, when the James A. Hamilton firm of hospital consultants from Minneapolis, Minn., made an exhaustive survey of Dallas hospital facilities and needs, Dallas had only 3.7 beds per 1,000 population.

By 1956, it had dropped to 3.2. It is even lower now, since the population continues to grow by leaps and bounds, and no beds have been added since last year.

Gaston Hospital has a new \$900,000

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Medicine

wing under construction, which will add 60 beds.

But even after Baylor and Gaston and Methodist finish expanding, much will remain to be done before Dallas is caught up.

Still needed will be a bigger St. Paul's. That hospital is planning a brand-new building on a new site not yet announced at an estimated cost of \$10,000,000.

Dallas citizens will be asked to give a substantial part of the cost, probably \$6,000,000, and probably in 1958 if present plans proceed.

Still needed will be the new 126-bed hospital tentatively planned by Dallas East, which would cost about \$1,815,000.

Still needed, perhaps, will be a new kind of hospital for Dallas—transition centers, affiliated with general hospitals, to care for patients after the acute phase of illness or surgery is past but before the patients are able to go home.

Such centers were proposed by a nationally noted public health authority, Dr. Wilson G. Smillie of New York, in Dallas



EXAMPLES of serious shortages are graphic in many Dallas hospitals.

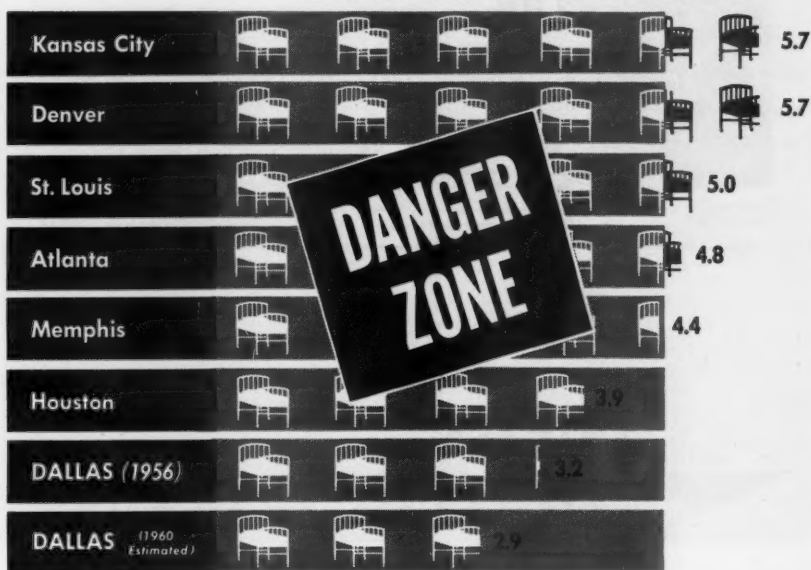
in April, at the convention of the Texas Medical Association.

Dr. Smillie said that such centers would not only ease the shortage of general hospital beds but, costing about half the per-day price of general hospital care, would help solve another serious problem of our times—the high cost of hospital care.

In line with Dr. Smillie's suggestion is the proposed Dallas Rehabilitation Center which has been discussed by a committee of citizens headed by Fred F. Florence.

The center, it has been proposed, would

HOSPITAL BEDS PER 1,000 POPULATION



DALLAS is far below the safety point of 4.5 beds per 1,000 population

likely cost \$1,000,000. It also has been suggested it should be located near the University of Texas Southwestern Medical School and Parkland Hospital.

It doesn't take a tornado to throw Dallas hospitals into chaos.

A 2-car collision can do it. An Oak Cliff traffic accident which sent 10 seriously injured people to Methodist Hospital recently required moving eight other less critical patients.

And even after all the shifting, half a dozen sick people were on beds in the hospital corridors. This is a common sight in Dallas hospitals now.

At Baylor, it is not uncommon for an expectant mother to sweat out the blessed event in a hall bed.

In December, 1954, when the James A. Hamilton report on Dallas hospital needs was released, the firm of experts decreed in a fat (159-page) report that Dallas should have a minimum of 820

new hospital beds by 1957.

And here it is 1957. And no new beds.

But a good start has been made. Methodist, which got No. 1 priority in the Hamilton report, has raised \$2,800,000 and is ready to build more.

Baylor, with No. 2 priority, is ready to launch its big campaign. Gaston already is building.

As it is—with less than 3.2 beds per 1,000 people in Dallas—we lag behind cities like:

Houston, with 3.9.

Memphis, with 4.4.

Atlanta, with 4.8.

St. Louis, with 5.

Denver, with 5.7.

Kansas City, With 5.7.

Every growing city has many needs. Baylor Campaign Chairman Fred O. Detweiler has said that the most serious challenge facing Dallas now is to catch up with the need for hospital beds.

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Dallas

HONORS and AWARDS



ROWAND

TCU Honors Dr. Rowand. Dr. E. C. Rowand, Jr., pastor of Central Christian Church of Dallas, will be the recipient of an Honorary Doctor of Divinity degree from Texas Christian University at its commencement this month.

Dr. Rowand, who will also deliver the Baccalaureate Sermon, was singled out for the honor because of his "exceptional leadership" within the church during the past several years.

Under Dr. Rowand's guidance, Central Christian Church here has added 500 new members during the past four years and has almost quadrupled its working budget. The church was the first Protestant body to erect a building in Dallas and it "mothered" the majority of Christian churches in Dallas. Three and one-half years ago the group moved to Westside Drive and recently completed a \$600,000 building.

Dr. Rowand, a graduate of Yale Divinity School and president of the Dallas County Christian Pastors Association, is credited with building up the Religious Leadership Training School at Sharon, Pennsylvania, into the largest of its kind in the United States.

Dr. Rowand received his Master of Sacred Theology degree from Xenia Theological Seminary in Pittsburgh, Pennsylvania.

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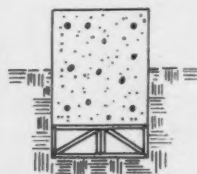
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Honors and Awards



BUCKALEW

Buckalew Wins Cabell Award. Captain F. M. Buckalew of the Dallas County Sheriff's Department was presented with the Ben E. Cabell Sr. Award Plaque at the Annual Dallas Police Awards Banquet on May 1.

This new award was presented by Cabell's Inc. in memory of Ben E. Cabell Sr., a pioneer sheriff of Dallas County. Captain Buckalew won the award for his capture of a bank robber in Ellis County last December.

More than 2,000 persons attended the 1957 Police Awards Banquet of the Citizens Traffic Commission in the Women's Building at Fair Park. Fifty-three awards were presented to members of the police department including fourteen Citizens Traffic Commission Awards and thirty-nine certificates of merit. Four awards were made to members of the Sheriff's Department.

★
Miss Bullock Honored by Medical Association. Miss Helen Bullock, medical writer of *The Dallas Morning News*, received an honorable mention award from the Texas Medical Association at the closing session of the group's annual meeting here.

The award was presented by Dr. Glenn D. Carlson, president of the Dallas County Medical Society, at a luncheon-session at the Baker Hotel which included addresses by former Deputy Secretary of Defense Robert B. Anderson and the new TMA president, Dr. Denton Kerr of Houston.

Miss Bullock was recognized by the association for her "understanding and accurate reporting as well as versatility in many areas of medical practice and study."

★
Dr. Winans Honored by Heart Group. The Texas Heart Association has honored Dr. Henry M. Winans, Sr., of Dallas for his long service as chairman of the group's research committee.

Honors and Awards

Beard Honored by Peruvian Government. The Peruvian Government has honored Charles E. Beard, president of Braniff International Airways, with the decoration Order del Merito. This is the highest award of this type which can be made to a civilian.

The Order was conferred upon President Beard by the Minister of Foreign Affairs, Dr. Manuel Cisneros in the Torre Tagle Palace. It was given in recognition of distinguished services to civil aviation in uniting Peru more closely with its sister Latin American republics and the United States.

Mr. Beard developed Braniff's international network throughout South America, which includes the famous non-stop trans-continental flight across the heart of America, linking Lima, Peru and Rio de Janeiro, Brazil.

Heart Group Honors Leaders. Gold hearts, silver hearts and bronze hearts were bestowed upon Dallas' top fighters against coronary disease at the Dallas Heart Association's annual dinner at Parkland Hospital.

At the same time, association members installed Dr. Al W. Harris as new president, and N. J. DeSanders, Jr. to a new term as board chairman.

Bronze achievement awards went to Jerome K. Crossman and Earl F. Hayes, retired board chairmen, and to Dr. Howard E. Heyer, Dr. M. N. Scurry, Dr. Merrit B. Whitten, Dr. Robert M. Barton, and Dr. Samuel A. Shelburne, retired presidents.

Mr. DeSanders received a gold heart for his service as board chairman the past year.

Heart-shaped recognition awards for leadership in the 1957 Heart Fund drive went to Joe F. Maberry, chairman; J. Robert Phillips, Jr.; Tom L. Amis; Norman C. Vanderwoude; Mrs. George Bateman, and Dr. J. W. Duckett.

Other new officers installed were Dr. J. W. Duckett, vice-president; Loyd Shelby, secretary; R. R. Ferguson, treasurer; Mrs. Mary M. Oberlin, executive secretary, and J. Robert Phillips, Jr., campaign chairman.

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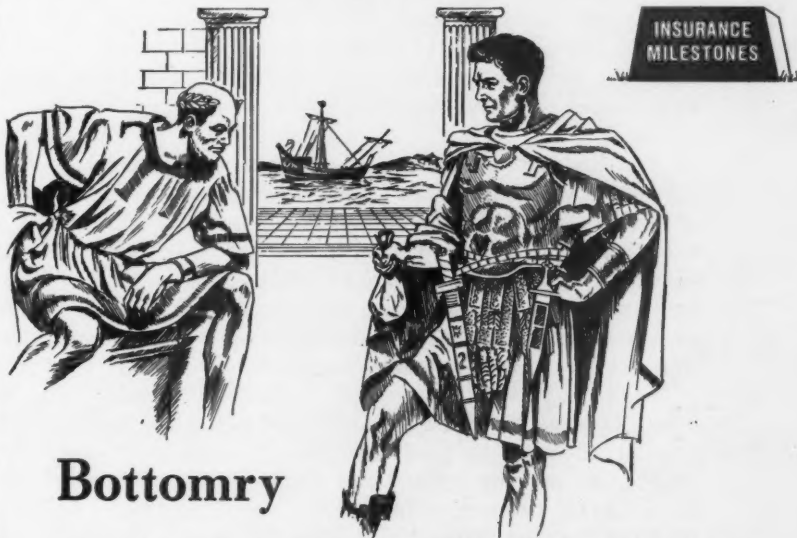
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DALLAS CHAMBER OF COMMERCE

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DALLAS, TEXAS

J. ERIK JONSSON
PRESIDENT

TO: Members of The Dallas Chamber of Commerce

FROM: J. Erik Jonsson, President

Dallas has been faced with a serious problem for the past seven years, the drought.

The drought, with the accompanying nationwide publicity has undoubtedly influenced the planning of a number of businesses and industries which have considered locating plants, home offices or branches in the Dallas area.

There is no denying that Dallas was faced with a real problem, but it was not through lack of foresight on the part of civic leaders. The planning and building of major reservoirs which would adequately supply the city's needs, was nullified by the fact that the reservoirs were completed during the dry spell.

The picture has now changed completely. The heavy spring rains have filled all Dallas' lakes, assuring Dallas citizens and industries of a five-year water supply...even with subnormal rainfall. But that's not all. Dallas has gone ahead with plans to build new water storage reservoirs to keep pace with the growing residential and industrial demands. Completion of the "Iron Bridge" reservoir, now under construction on the Sabine River, will virtually double the city's water storage capacity by 1961.

Dallas' planning has paid off once again, and we feel the story should be told to the nation. A broadside mailing piece, which is reprinted on the next four pages, has been sent to 6,000 business and industrial leaders throughout the country. We know that this chapter of "The Dallas Story" will be of great interest to them, and we feel it will be of equal importance to you.



WATER REPORT FROM **DALLAS**

5 year supply

...with or
without
normal rain...

DROUGHT BROKEN!

... waiting reservoirs after one rainy spring!

FULL



The City of Dallas — which has foresightedly assumed water responsibilities for virtually its entire Metropolitan Area — currently draws water from three reservoirs. Today all three lakes stand at or above normal, Conservation Pool, level . . . enough water to supply Dallas' growing needs for five years.

Statistically, the supply may be stated like this: Dallas

now has sufficient water supply to assure Metropolitan Dallas a Safe Daily Yield of 177-million gallons for five years even under critical drought conditions . . . compared with a projected 1960 average daily demand of 129-million gallons.

Looking to the future, Dallas has already awarded contracts on a new reservoir that will almost double this capacity.

Through long range study and timely execution . . .

Dallas had reservoirs ready for today.

Dallas has started new dams for tomorrow.

Dallas has plans to supply a 2½-million population in 2000 A.D.

**New
reservoirs
under contract
and
under survey.**



1 IRON BRIDGE. Now under way, scheduled for completion in 1961. Dallas has rights to 8/10 of its 930,000 acre feet, providing the Metropolitan Area with an additional Safe Daily Yield of 160-million gallons per day.

2 FORNEY. Now under detailed engineering study. To provide Dallas a Safe Daily Yield of 92-million gallons.

3 AUBREY. Above Garza-Little Elm Reservoir. To provide Dallas a Safe Daily Yield of 106-million gallons.

4 ROANOKE. Above Grapevine Lake. To provide Dallas a Safe Daily Yield of 30-million gallons.

Even more important than the water itself . . .

is why Dallas has this supply. The people, the city officials, and the planners they have appointed, have always provided reservoirs, filtration plants and distribution systems well ahead of Dallas' phenomenally growing needs.

To a business considering moving into Dallas, this is an important indication of the city's alert and progressive approach to problems and opportunities — present and future.

Dallas' two principal reservoirs today were planned before World War II. They were built as soon as war and postwar construction chaos would permit. Threatened shortages in recent years resulted only because the dams were completed during

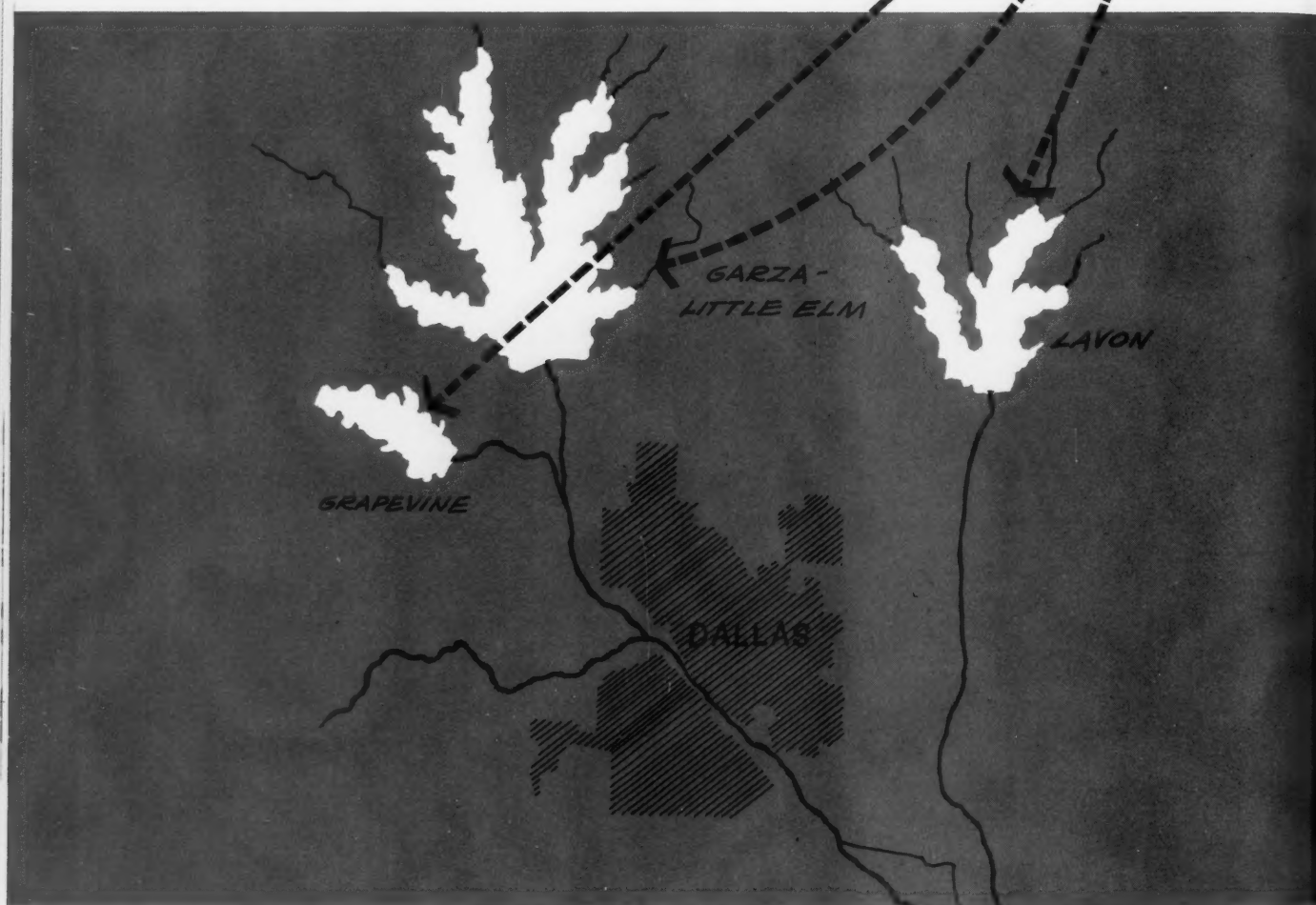
an unprecedented drought. Now—because the reservoirs were planned well beyond immediate needs—one rainy spring has put Dallas' water supply beyond the threat of future weather vagaries.

However, current planning looks almost 50 years ahead. A Citizens Committee for long range water planning, appointed by the Mayor and City Council, already has preliminary plans for all of the new reservoirs above . . . a sufficient supply to serve the increasing per capita needs of Dallas' anticipated 2½-million population in 2000 A.D. And, studies of additional supplies are being made by the Committee through a leading consulting engineering firm.

DROUGHT BROKEN!

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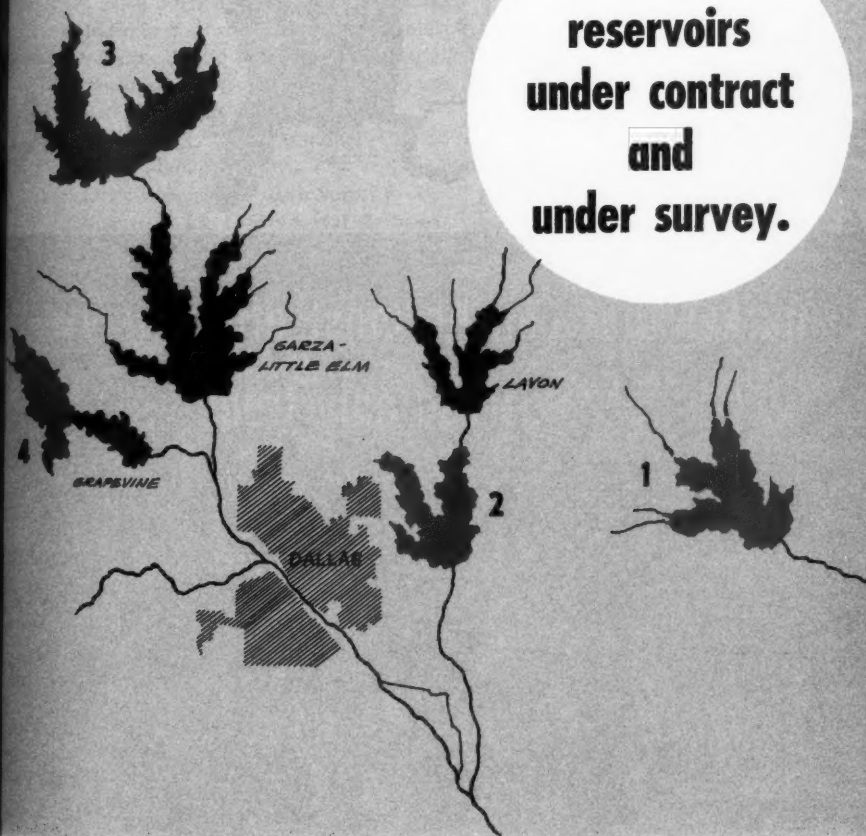
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INDUSTRIAL DEPARTMENT

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Dallas

CONVENTIONS

Aviation Convention Slated for Dallas. The Air Force Association will hold its 1958 National Convention and Airpower Panorama in Dallas, September 27-28, making the city the airpower capital of the world for a week.

The convention will attract more than 3,000 members of the Association, military leaders, government officials and aviation industry representatives, and will provide the city with more than a quarter million dollars in revenue.

★

Twelve other national conventions are included in this list of conventions booked for Dallas during the past two months. Attendance at these conventions will approximate 28,000.

July 10-12, 1957—National Church Business Managers Assn., 150.

July 15-19, 1957—Axis Sorority.

August 12-13, 1957—Royal Ambassadors, Texas, 2,000.

October 16-20, 1957—Texas Veterinary Medical Assn., 300.

October 20-21, 1957—Natl. Educational Buyers Assn., 300.

October 20-21, 1957—Natl. Educational Buyers Assn., SW Reg., 75.

October 24-26, 1957—Hypnosis Seminar, 125.

October 30-November 1—Flat Glass Jobbers Assn., SW & SE Regs., 225.

November 4-5, 1957—Texas Cemetery Assn., 100.

November 20-23, 1957—Texas Pest Control Assn., 250.

November 21-23—Linen Supply Assn. of America, SW Reg., 150.

November 24-27—Dr. Pepper Co., 700.

December 7-9, 1957—Natl. Assn. of Auto Trim Shops, 900.

January 20-21, 1958—SW Railway Diesel Club, 125.

January 16-18, 1958—Natl. Assn. of Oil Well Servicing Contractors, 400.

February and March, 1958—Southern Hainicap Bowling Tournament (5 weekends), 500.

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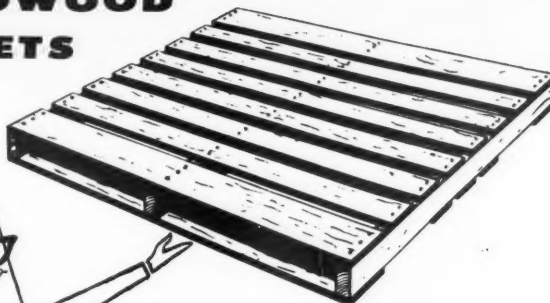
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Dallas

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During a mere 90-day period from June to August, more than 14,000 modern minute men will prepare themselves for the sizable task of protecting the nation and aiding Dallas citizens in the event of any disaster or emergency.

A far cry from Paul Revere's youthful militia, these young men are the Dallas reservists of the Army, Navy, Air Force, Marine and Coast Guard units and of the Texas National Guard and the Texas Air National Guard.

They're on their way to armed forces installations from Fort Sam Houston to New Orleans, from Gulf Park, Miss., to Washington, D. C., for their annual in-the-field summer training.

Besides participating in these annual summer programs, the always-ready reservists attend class at least once a week at their respective headquarters and are always on call, affording the city "Texas-size" protection at about one-fifth the cost of a regular army installation.

In addition to this "protective" nature of the reserve, the location of such units produces many tangible as well as intangible assets for the Dallas business community.

As far as money matters are concerned, the combined reserve units provide payrolls totaling more than nine million dollars. These payroll checks are actually "plus dollars" in addition to the reservist's salary in his civilian job, and they allow him more purchasing power in the Dallas market for such "extras" as television sets, appliances and home repairs.

According to Capt. Roy B. Smith, unit advisor and public relations chief of the Army reserve in Dallas, the average sergeant makes \$450 for serving a two-hour-a-week period for 48 weeks. The company grade officer earns \$700-\$800.

"More important than this," Capt. Smith believes, "is the valuable job and leadership training that the reservist gets."

The Army Reserve, for example, has top-notch equipment in its new armory — which boosted the Dallas construction market — to train its men for civilian as



well as for military operations. And the reserve does *not* compete with Dallas businessmen for top employees in the labor pool, nor does it compete for the consumer's dollar.

The Reserve also offers the city educated men. As Chief Electrician's Mate Lawrence Cole, officer in charge of the Coast Guard reserve office, put it, "While we keep the ready reservists in training, we allow them to continue their education at SMU or at NTSC at the same time they are fulfilling their military obligation."

The location of Reserve units here also affords Dallas business and civic leaders the opportunity to keep abreast of the latest developments in military tactics.

The Texas Air National Guard, for example, recently flew nearly 20 civilian passengers from the Dallas area to an air fire-power show in Florida.

On the passenger manifest list were Dr. Edwin L. Rippy, of the school board; Eugene McElvaney, First National Bank; R. L. Thornton Jr., Dallas civic leader; and Major General Harry Crutcher, chief of the Air National Guard.

Perhaps the most important function of the units, however, is military preparedness and alertness in the event of attack, and this side of reserve life will be cultivated at the summer installations in a variety of training programs.

Approximately 40 units of the Army Reserve — more than 1600 men — will train throughout the 4th Army area in Louisiana, Oklahoma and Texas, June 2-August 4. The active duty in 15-day summer camp will consist primarily of field work.

According to Damage Controlman First Class Travis W. Irons, of the Dallas Naval Recruiting Office, the Navy's 85-day accelerated training session will begin June 8. About 100 men will advance two pay grades after completing the schooling.

Under the command of Maj. Earl Bodine, Dallas unit commanding officer, more than 200 Marines will undergo basic training August 16-30 at Camp Pendleton, Calif.

The primary purpose of this session is familiarization with weapons, and the men will also learn to fire rockets.

The Coast Guard Port Security unit will leave July 21 for New Orleans, but the French Quarter will be rejected for training in boat-boarding parties, fire-fighting technique in such disasters as the Texas City explosion, and harbor patrol in small boats.

Gulf Port, Miss., will be the scene of the Texas Air National Guard encampment, June 2-19. Supplies, machinery, guns and offices will be moved into the

village, simulating a city in emergency action.

The Dallas-based 49th Armored Division of the Texas National Guard will send its 9,000 men to Fort Hood for summer training. The 49th is under the command of Maj. Gen. Albert Sidney Johnson of Dallas.

From June 2-16 the men will learn to fire small arms, individual weapons, tank guns and field artillery and will receive tactical training when they bivouac in the field. On June 8 the group will hold division review for Gov. Price Daniel.

The 36th Infantry Division of the Texas National Guard, under the command of Maj. Gen. Carl L. Phinney, will attend summer camp July 7-21 at Fort Hood.



In view of the invaluable services of the reserve to the peacetime economy as well as to the city in emergency, reserve leaders urge Dallas employers to encourage their personnel to join a branch of the armed forces reserve and to encourage their attendance at summer training sessions by not penalizing them in vacation time and pay.

In short, Dallas businessmen should cooperate in every way to aid the Organized Reserve and to keep it in Dallas — just as they would work to bring to Dallas a factory with a nine-million-dollar payroll.






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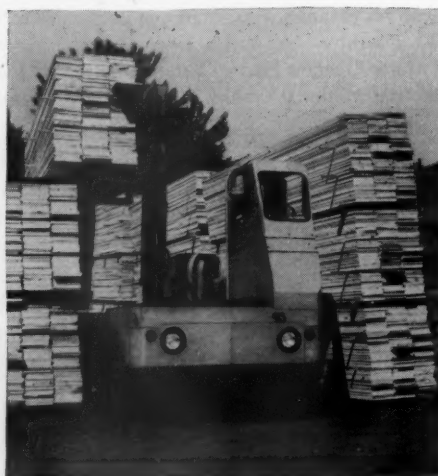
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NEWS SPOTLIGHT

Dallas Celebrates Armed Forces Day. Thousands of Dallas citizens lined Main Street on Saturday, May 18, to view a parade of the nation's military forces — which climaxed the city's celebration of Armed Forces Day for 1957.

Almost 9,000 representatives of the four service branches marched in the parade, turned out in their traditional, colorful uniforms for the occasion.

Features of the parade which drew the particular interest of the crowd included a display of Chance Vought Aircraft's guided missile, Regulus I, and a Texas Air National Guard airplane, minus its wings, which joined the show of military power moving down Main Street. Fifteen tanks from the 49th Armored Division set up an impressive rumble as they passed by, giving a final burst of speed before the reviewing stand at the Main Street side of City Hall.

Using the modern approach, the 49th's military band traveled in jeeps, rather than on foot.

Parade Marshal Col. B. B. Smith led the long column of marchers, followed up by the color guard. The American Legion Band of Post 581 started the music with "The Eyes of Texas" as they marched by the reviewing stand, filled with top "brass" representing the various services.

The reviewing officers followed the band, and got out at the reviewing stand to take their places for the parade.

The Army, Navy, Air Force and Marine Corps were all represented in the event. ROTC cadets from Arlington State College and from Dallas high schools also participated in the Armed Forces Day parade.

In observance of the event, Hensley Field Reserve Flying Center held an open house on May 18.

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Dallas

AVIATION

French Jet Heralds New Air Age.

The "Caravelle," deluxe French jet transport, taxied itself and the beginnings of a new passenger air age into Love Field late this month.

The Dallas visit, frankly billed as a sales promotion venture, came after a whirlwind zoom from France to South America, up and around our East Coast and westward to Houston.

Aviation experts in the U.S. and Dallas are eying the product of the Sud Aviation Corporation with unbridled interest since only French and British jets are now in commercial use with enough flight time behind them to insure their practicality to American airlines here.

Promoters of the "Caravelle" claim that it is the only jet transport with more than 1,000 flight hours, all accident free.

The plane, which will be ready for delivery during 1958 and 1959, has a cruising speed of 475 to 510 m.p.h. and prefers altitudes of about 40,000 feet. With

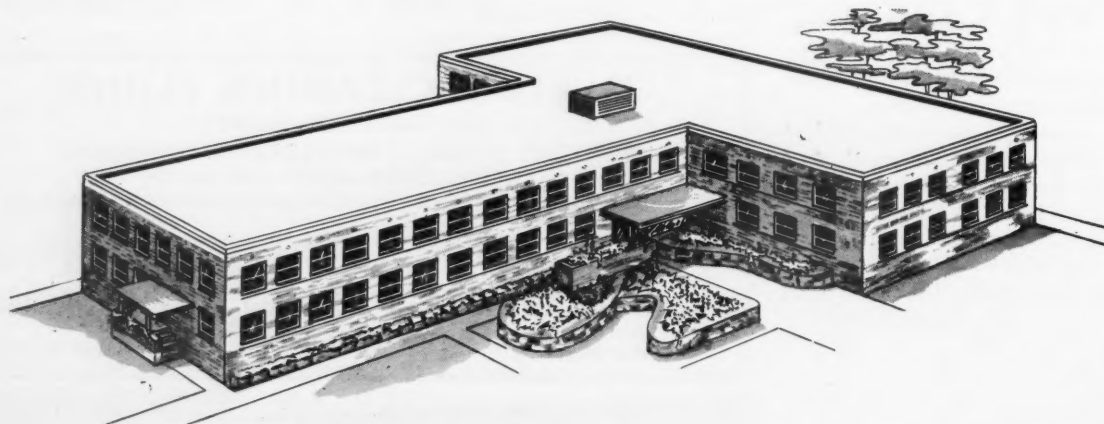


QUEENLY and serene, the "Caravelle's" aft exhausts give the passenger a noise-free ride 40,000 feet above the ground.

a total fuel capacity of 4,890 U.S. gallons, the "Caravelle" drinks up about a thousand gallons of its supply per hour. Two Rolls-Royce turbo jets power the French craft which comes in models that carry 64, 80 and 52 passengers, depending on the degree of deluxe accommodations.

Estimated price on the "Caravelle" was quoted in Dallas at \$1,950,000.

Bell Tackles New Design Problem. Bell Helicopter Corporation has received an Army design contract for a new two-place observation helicopter which will



Outstanding among the more recent building completions by Jansen Construction Company is the Dallas East Medical Center. This attractive 27,000 sq. ft. air conditioned structure was designed and built specifically to offer the ultimate in medical and surgical care to the Dallas East area and outlying communities.



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Aviation

require a four-month engineering research program. At the completion of the study in August, Bell Helicopter engineers will submit their recommendations to the Army for an inexpensive, simple, lightweight, two-place helicopter aimed at Army operations in the 1960-70 decade.

★

Temco Assigns Contract. Temco Aircraft Corporation has awarded a general contract for its new general office building at the Garland Plant to Carpenter Brothers Company of Dallas.

Also in on the million dollar contract are McClure Electric Company and George Linskie Company, Inc., which will serve as mechanical contractor.

In spite of work and weather which have been playing ring around the rosy, Temco already has a new engineering center under construction at the Garland site. The general office will go up beside the engineering building and latch onto it with a section which will serve as lobby for both.

Designers for the layout were E. G. Hamilton and George Harrell, Dallas architects.

★

Airlines Announce New Schedules. When the "El Dorado" took off for Latin America this month, she inaugurated new services between the U. S. and Panama, Peru, Brazil and Bogota, Colombia. With the Bogota stop, **Braniff International Airways** becomes the first U. S. airline to link the capitals of Colombia and the U. S. after the recent signing of a bi-lateral air treaty between the two countries.

Central Airlines has opened a new service to Guymon, Oklahoma, and **Slick Airways** is adding direct daily air cargo service between Love Field and the Ohio Valley and New England.

American Airlines announces two new dailies from Love Field: a non-stop to New York, and a luxury flight via DC-7 to Chicago and Boston.

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Dallas

EDUCATION

Dallas Nets Education Plus From SMU's Business School

SMU's School of Business Administration opened its classroom doors in the 1940's to the established businessman and his practical problems. The still-growing adult education program has connected the school intimately with Dallas business.

Almost as many balding heads of businessmen as student crew-cuts are seen in the corridors of Fincher business building at SMU, men participating in special courses and numerous institutes offered to them by prominent business leaders and SMU faculty.

Insurance underwriters from 39 states and four countries have been drawn to Dallas for the Institute of Insurance Marketing alone, during its 10-year history on campus.

The institute for licensed life insurance agents is one of two in the United States offered on a continuous, year-round basis. A downtown Dallas executive heads the non-profit corporation affiliated with SMU and Dallas business.

The institute's course blends the knowledge gleaned from textbooks with basic, necessary skills in diplomacy, persuasion, self-confidence and the like. Individual agents have doubled their production after the training, which is given in two four-week courses several months apart.

Because a large number of the participating agents are local insurance men, the institute has raised the standards of life insurance selling noticeably in Dallas.

Of 681 graduates since the institute began in 1947, 221 are today in management positions with their companies.

The termination rate of insurance underwriters has long been a bugaboo in the field. Graduates of the SMU institute boast ten times the persistency of the national average. The problem of termination has been a major emphasis in the institute teaching.

The hierarchy of management has its own institute on campus, now celebrating

its ninth year. The Institute of Management is sponsored jointly by SMU and the Texas Manufacturer's Association. It is one of the few such programs in the United States offered the year round.

Supervisory and executive personnel are fed two different programs keyed to their specific needs. Individual programs last anywhere from one day to two weeks and cover, basically, human relations and personnel problems. Twenty seminars are scheduled each year in Dallas and five other Texas cities, taught both by businessmen and faculty.

Seminars for top level executives this year were built around long-range planning problems. Day-long programs touched fields of economic, manpower, and marketing forecasting.

Several Dallas firms use the Management Institute regularly for all personnel on the "ulcer" level. Of the 7,500 enrollees since the institute's inception, 6,000 have been outsiders from 10 or 12

an annual convention for men in the building suppliers industry. The course is taught primarily by outstanding leaders in the field, who have been brought to Dallas and SMU from as far away as Washington and New York each year.

The institute is attended mostly by Southwesterners, many of them Dallas builders, who are kept abreast of latest developments and techniques through the institute.

SMU operates the southwest's Senior Executive Conference for the Mortgage Bankers Association of America. The three-day institute, which is one of two of its kind in the nation, brings approximately 100 bankers to Dallas each year from all over, to hear the latest in mortgage banking.

Given biennially is a similar institute on Casualty and Property Insurance. Its speakers are always insurance underwriters of national renown, final authorities in new ideas and techniques in the



PROFESSIONAL MEN from all over the country attend seminars and institutes at the School of Business at Southern Methodist University. Over 7,500 have enrolled in the school's Management Institute since its inception.

states, who spent an estimated million dollars in the city during the sessions.

On a less grandiose scale than the Institutes of Insurance Marketing and Management, but of importance to Dallas industry, are institutes offered annually or biennially by the SMU business school and downtown firms.

The Institute of Building Materials is

field who bring their innovations to Dallas.

Institutes are not all the business school has to offer in its programming with businesses. On a more local level, the Dallas Personnel Association meets annually with SMU for a convention which is designed purely as a tie between the school and businessmen.

Over the years, the joint meet of per-

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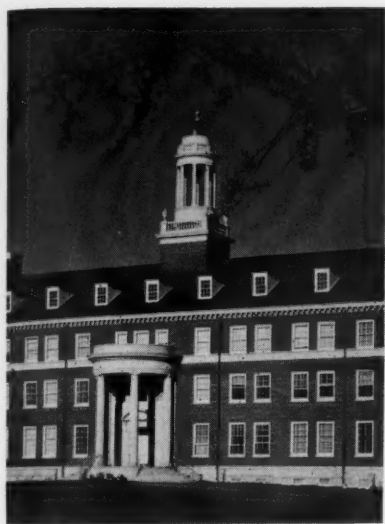
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THE MAIN HALL of SMU's School of Business beckons both young and old.

sonnel men and students has brought almost all the leading men in the field to Dallas to speak on what is new in personnel training and techniques.

Only men who have conducted actual test-tube studies in personnel work are considered as speakers on the program. Improving managerial performance, labor relations and moral responsibilities were some of the topics taken up this year for an audience of 600-700 businessmen.

A workshop in quality control was set up a few years ago by SMU and TCU, who sponsor the symposium jointly with the Dallas-Fort Worth section of the American Society for Quality Control.

Prominent speakers in the field have provided noticeably improved methods of measuring performance in this area. Practical and profitable applications of quality control have been developed and are being put to use in manufacturing, retailing, distribution and other business processes here.

A wide range of additional, special programs are offered sporadically in the school and business companies. These vary from year to year.

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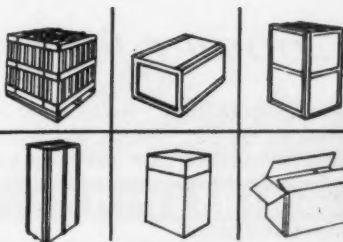
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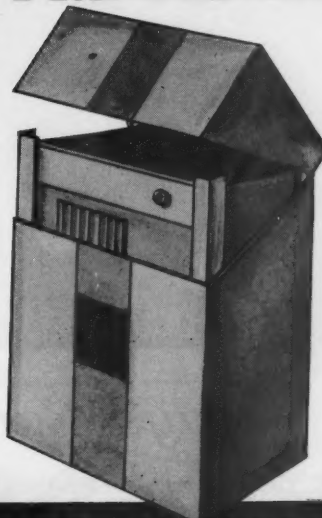
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Education

school's adult education program. Two in electrical installation field-house power have lately been added to the catalog, underwritten by the Dallas Power and Light Company, to get Dallas firms to install adequate electrical equipment.

Recently the SMU business center has branched into another area of soon-to-be-felt influence, business research.

In 1953 The Business Executives Research Committee was born of twenty-odd selected Dallas executives and SMU faculty members. Each year the committee has outlined a problem in Dallas economics, studied all the angles, and come up with a concrete "what needs improving" report.

BERC is financed in part by Dallas executives interested in the study, by the Committee for Economic Development, and by a fund from the Ford Foundation.

The resulting report each year is an objective offering of methods of dealing with the problem. Constructive ways and means of improvement reflect no one business policy. "The Future Role of the Dallas Central Business District" is undergoing scrutiny at the moment.

In past years BERC has treated the effect of metropolitan growth on Dallas, the city's public transportation, and, last year, multiple government units in Dallas.

Just a few weeks ago, SMU announced a new graduate school for Ph.D work, in which the business school will play an important role, aligning itself with Dallas industry to solve specific business problems. The program will combine eight of the 11 departments in the School of Business Administration. The research center is still indefinite on the planning boards, but it promises to be a great stride in business in Dallas.

A final area of SMU aids to the Dallas business mecca is the Univac Scientific Computer to be installed at SMU next fall for businesses' use as well as SMU's.

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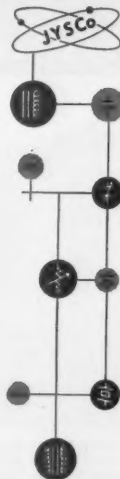
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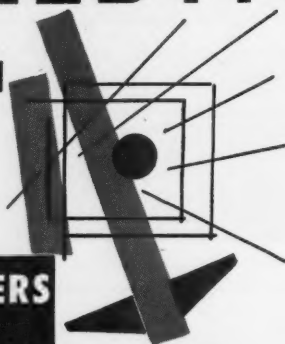
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Weaver Instrument Company, 1608 Brandford, Irving, Texas; James C. Weaver (J. Lee Wood).

Columbia Ribbon & Carbon Manufacturing Company, Inc., 2029 Levee; W. W. Epps (Nat Ryan).

Precision Specialties Company, 131 Yorktown; R. E. McMackin (Dick Granger).

Walco Manufacturing & Supply Company, 2134 Hawes; Walter G. Grindstaff (Nat Ryan).

Cupples Products Corporation, 8201 Sovereign Row; A. G. Green (Jack Wantland).

Dal-Worth Paint Manufacturing Company, 7900 Elam; C. M. Lundquist (Bob Richards).

Gunlocke Chair Company, 9009 Chancellor Row; Willard J. Epke (Jack Curtis and Ralph Breum).

Miner's Food Specialties, Inc., 3212 McKinney; Ernest H. Miner (J. I. Jordan and Jim Henderson).

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Books for Businessmen

Some of the most talked-about business books in recent months have come from the staff of *Fortune* magazine. The most widely-read and controversial of the lot came from *Fortune* editor William H. Whyte, Jr. His *The Organization Man* raises questions that are so important that they affect not only the business world but the whole society. Mr. Whyte is worried about the trend toward a deadening conformity that the extremely big corporations are fostering among their young executives. Other books have been written on this subject, but seldom do we have such an impressive array of evidence presented in such a vivid style. His attack on psychological testing (as a means of choosing executive material) is particularly devastating. His chapter on how to cheat on a psychological test will probably be discussed as long as such tests are used by business concerns. It is an important book which should be read and considered by all thoughtful business people.

Two other recent books to come from *Fortune* are less serious but are nonetheless informative and entertaining. *The Executive Life* is a collection of excellent articles on executives which have appeared in *Fortune* in recent years. The business executives are examined in great detail by answering such questions as: Who are they? How hard do they work? How much money do they make? Are they worth it? How do they make decisions? A chapter on "How to Become an Executive" has more sound information in it than most of the books that have been written on the subject.

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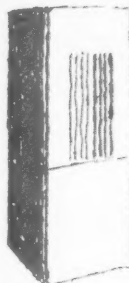
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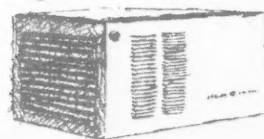
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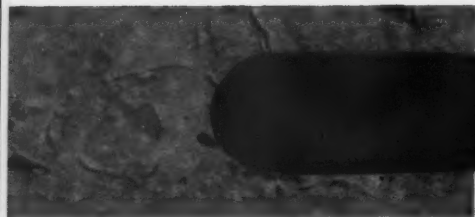
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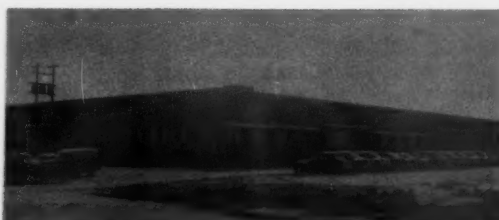
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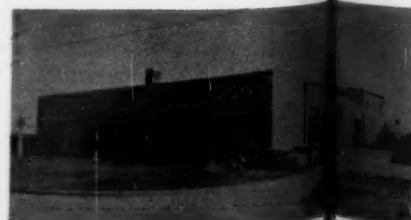
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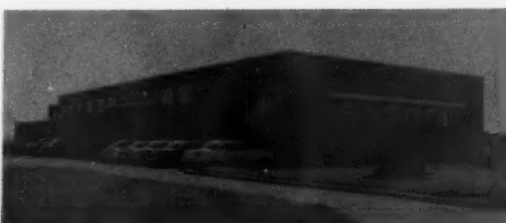
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Books for Business Men

The Art of Success is also a collection of *Fortune* articles. It consists of business biographies of twenty-one well-known contemporary business leaders. The biographies are divided into five groups: (1) the Corporation Men (typical title: "How Harlow Curtice earns his \$750,000.00"), (2) The Entrepreneurs (of local interest is "Clint Murchison: Big Wheeler-Dealer from Dallas"), (3) The Silver Spoons (includes a biographical study of the Rockefeller brothers), (4) Wall Streeters, and (5) the Builders. Written in the breezy style pioneered by Luce publications, the articles contain some sound research.

*

The growing shelf of books on office automation has a new (but important) addition: *The Office in Transportation* by Esther R. Becker. She discusses and explains the three main approaches to office automation: the punch card, the computers, and integrated data processing systems. Of special interest is an appendix which contains a section giving descriptions of automation equipment, a list of manufacturers of business machines and equipment for the automatic office, and a list of associations, institutions, and publications in the field of office automation.

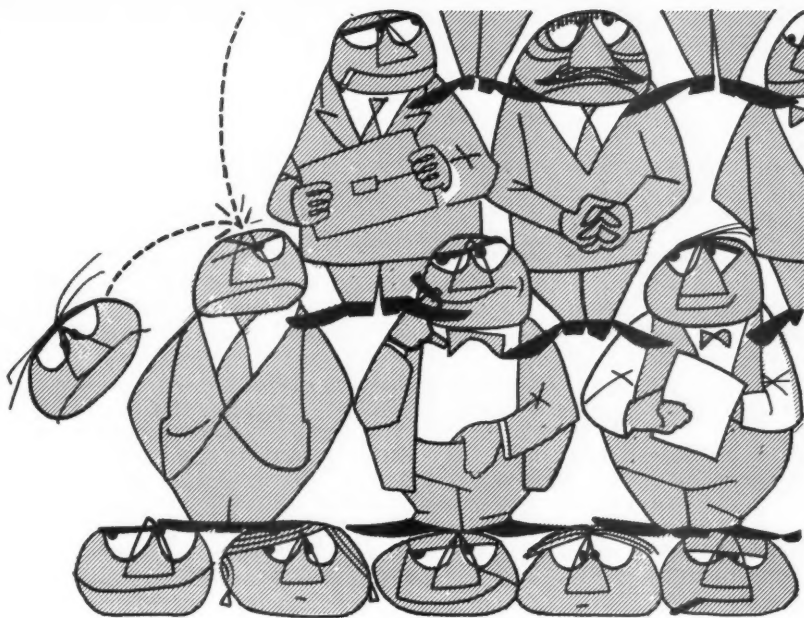
A related book is Dick Hodgson's *How to Use a Tape Recorder*. More than half the book is concerned with the business uses of tape recorders. Some of his suggestions show considerable ingenuity. Included is information on how to select and operate tape recording equipment.

*

For the investors, *Fight for Control* by David Carr covers a subject which probably has not been discussed as much as it should be. The beginning section discusses the role of proxy voting in the government of big corporations. The major portion of the book is concerned with detailed studies of famous proxy fights for control of specific business establishments. Some of the most publicized cases discussed are Robert Young's fight for the control of the New York Central Railroad, A. P. Giannini and the Bank of America, and Louis Wolfson's dramatic battle for control of Montgomery Ward.

*

There is probably more research and more writing being done in the field of management than in any other single phase of business. A recent example is *Research in Human Relations* edited by the Industrial Relations Research Association. As



The Organization Man

the title indicates, it emphasizes the non-economic aspects of management — the human relations aspect. It is a survey of the human relations field written by experts drawn from industry, the business colleges, and organized labor.

The Society for the Advancement of Management (Philadelphia Chapter) has published the proceedings of its latest conference on the subject of *Management for Tomorrow*. In commenting on the theme for the conference, the editors of *Fortune* stated, "The changes ahead will radically affect the ways of work of the business manager. The man who knows *how* will always have a job — working for the man who knows *why*." The book consists of talks by leaders of industry on what they think the future holds. Among the subjects discussed are the internal audit, control by incentives, opinion surveys, and the future of the labor movement.

Herbert Simon's *Administrative Behavior* is a new edition of an important book in the field of formal organization and administration. Written for experienced administrators and students, the book is particularly noted for its discussion of the nature of decision.

A less scholarly book is J. Seton Gray's *Common Sense in Business*. Mr. Gray, who is Chairman of the Board and General Manager of the Fuller Manufacturing Company, has produced a short, popularly written book covering the basic principles of management and giving much practical advice.

A great many books have been written

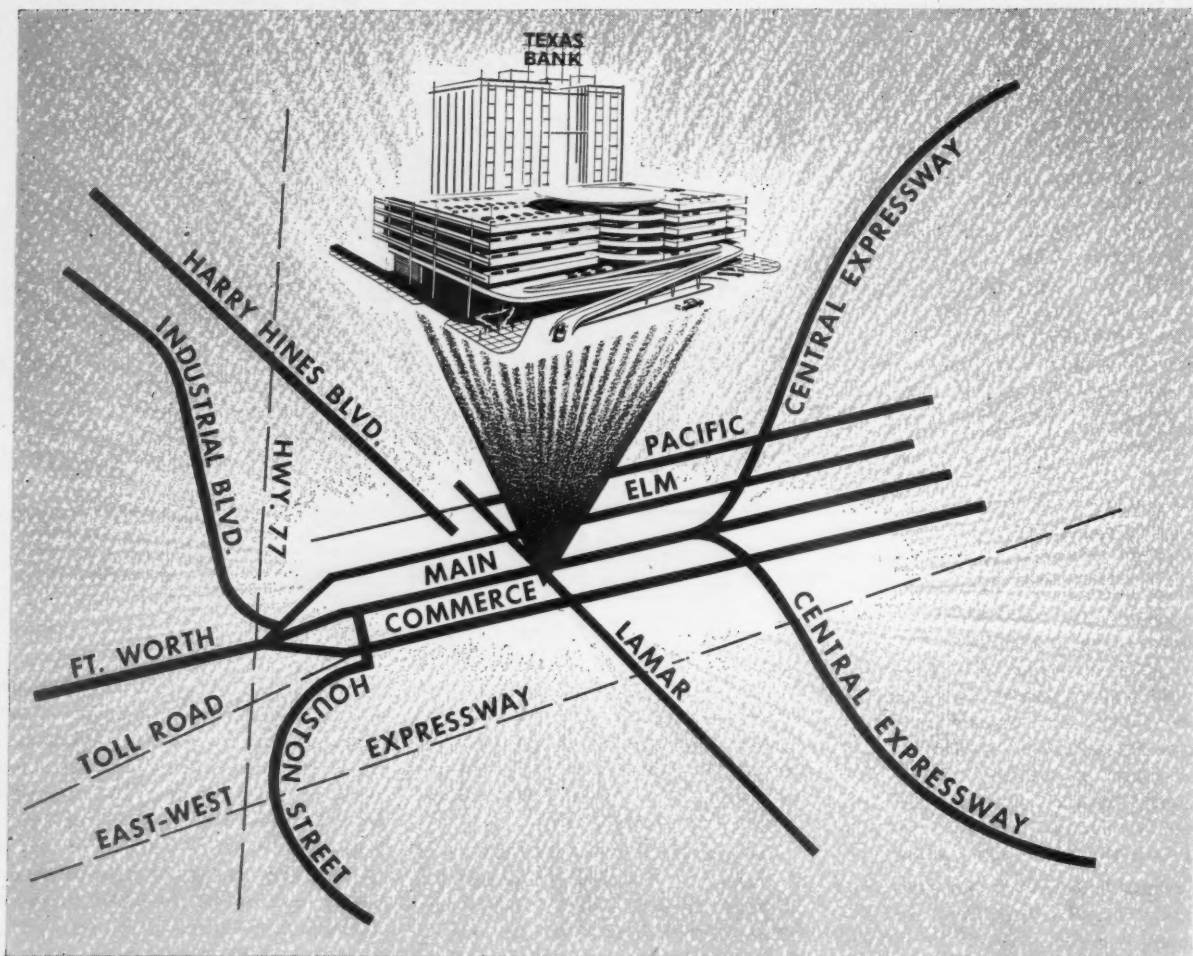
covering the many aspects of personnel administration from the standpoint of the large industrial organization. However, relatively little has been published dealing specifically with the small manufacturing plant. For this reason a new book called *Personnel Management in Small Plants* is of particular interest. Written by Alton Baker, head of the Bureau of Business Research at Ohio State University, it is based on a study of small plants in Ohio, but the points it makes are universal in application.

*

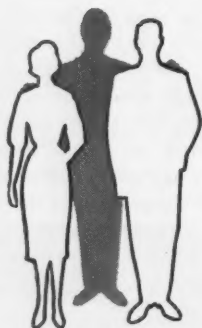
The men who are directly engaged in merchandising a product are aware of the growing emphasis on the packaging of goods. While the layman may say, "I don't buy the package, it's what's inside that counts," the merchandising man knows better. He knows that successful packaging often means the difference between business success and failure. These points are made in a new book, *The Selling Power of Packaging* by Vernon Fladager. Mr. Fladager covers the current revolution in packaging and makes predictions on future developments with a strong warning to the business man to keep up with current trends.

*

In the field of business history, the oil companies seem to be dominating. The most recent, *Enterprise in Oil* by Kendall Beaton, is a history of the origin and growth of the Shell Oil Company and its predecessors and subsidiary companies in the United States. We have also had



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Books for Business Men

Standard Oil Company (Indiana) by Paul H. Givens and the first two volumes of a monumental set on the history of Standard Oil Company (New Jersey). The first volume, *Pioneering in Big Business*, covers the period from 1882 to 1911. The second, *The Resurgent Years*, covers 1911 to 1927. Later volumes will cover recent history. While this history of Standard Oil differs greatly from the muck-raking approach in Ida Tarbell's famous study, the approach is scholarly and is renewing interest in the discussion of business history among social scientists.

*

Bob Foreman, a vice-president in charge of radio and TV for a famous advertising agency, has published a collection of humorous columns (they first appeared in *Sponsor* magazine) under the title, *An Ad Man Ad Libs on TV*. While it is of special interest to those involved in the advertising field, it is funny enough to be enjoyed by those of us who are on the receiving end of TV advertising.

by Sam G. Whitten,

Science and Industry Department
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HOLIAN

Holian To Be Regional Manager of Merchandising. Frank J. Holian has been appointed regional manager of the Southwest area by Koster, Dana and Barrell, Inc., financial merchandising specialists, whose home offices are located at 30 Broad Street, New York City.

Mr. Holian has spent 20 years in newspaper, magazine and advertising fields. He is a member of the board of directors and vice-president of the membership committee of the Dallas Advertising League and a member of the house committee of the Advertising Club of Dallas.

The new regional manager has established his headquarters in Dallas and will service banks in the Southwest who already subscribe to the firm's merchandising aids and services.

★

Three Dallas Bankers Named to National Offices. Gene Miller, an assistant vice-president of the Grand Avenue State Bank; Rasco Story, Federal Reserve Bank of Dallas; and Mary Costolow, of the Republic National Bank, have been named to national offices in the American Institute of Banking. All three are members of the Dallas chapter.

Mr. Miller, president of the Dallas chapter, and Mr. Story are graduates of the American Institute of Banking.

Mrs. Costolow served as secretary of the Dallas chapter in 1955-56, and is now chairman of the chapter's women's committee.



ROOKER

Rooker Named to Midwest Exchange. The Board of Governors of the Midwest Stock Exchange, Chicago, has announced the election to membership of George S. Rooker, president of Metropolitan Dallas Corporation.

Mr. Rooker has previously been an officer of another investment banking firm and prior to that of a Dallas bank. He is a vice-president and director of the National Federation of Financial Analysts Societies and a member of the Board of Directors of Hycalog, Inc., Georesearch, Inc., and the J-O Oil Company.

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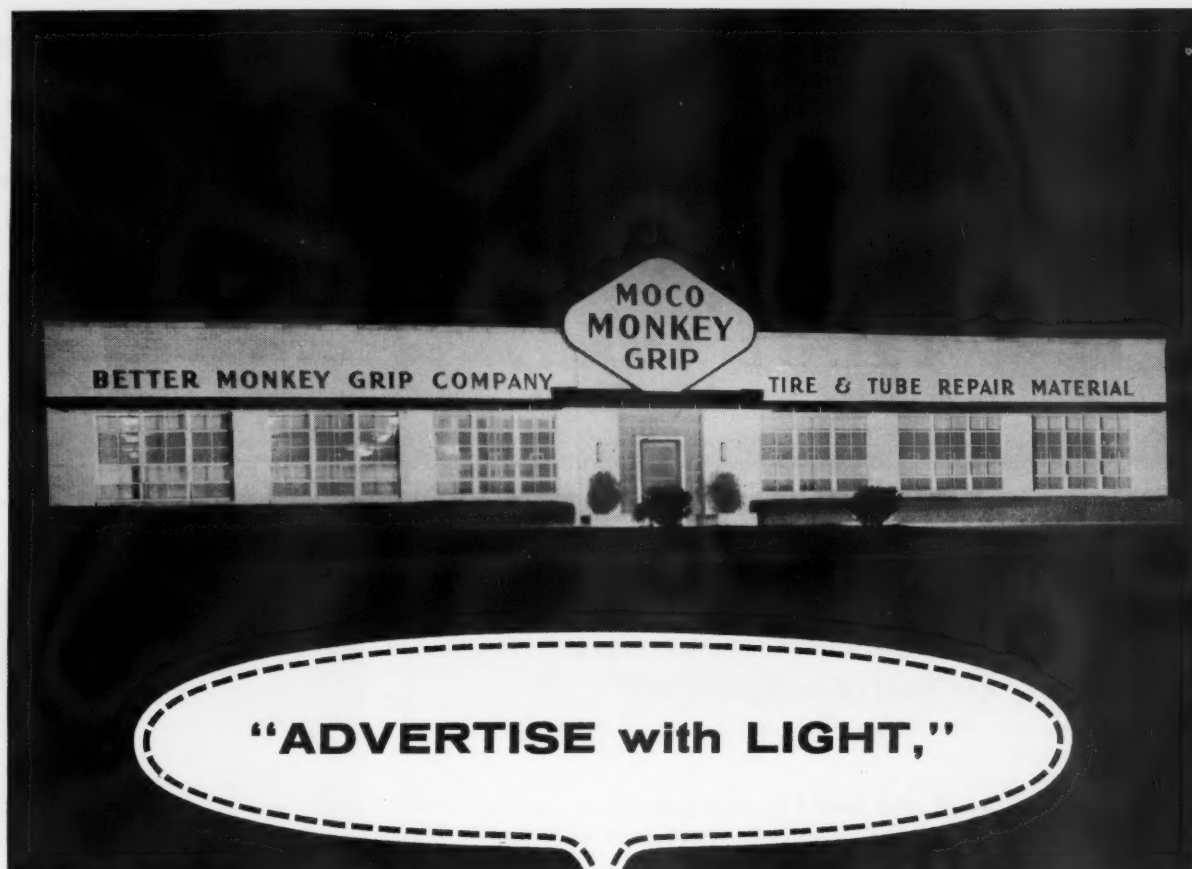


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Texas Needs Planned Advertising

UNANIMOUS adoption of resolutions by the directors of the 10th District Advertising Clubs favoring the Ashley bill to make constitutional changes to enable the State of Texas to appropriate funds to be used in disseminating information about the resources and attractions of the state reflects pretty generally the views of advertising people on the subject.

The proposed bill, giving the people an opportunity to amend an outmoded provision of their constitution, should be passed. It has already passed the Senate without a dissenting vote. It might be cleared through the house by the time this issue is off the press.

The advantages of a state advertising

(An editorial reprinted from a recent issue of Southwestern Advertising & Marketing)

If you want to advertise to a highly selective audience in the fields of advertising, graphic arts and sales management, use advertising space in this thought-provoking and informative monthly business magazine.

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"The Sales Magazine of the Growing Southwest"

SOUTHLAND LIFE BUILDING

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DALLAS

Dallas

TRANSPORTATION

Science and Sense Usher In A New Kind of Railroading

"Railroads moved more freight last year than at any time in the past five years and did it with fewer locomotives and with greater efficiency."

The romance of railroading is a great part of American history. The iron horse was one of the chief tools used to carve out the Great Southwest during the late years of the last century. And Dallas in particular owes much of its early leader-



SANTA FE RAILWAY men install a reflector antenna, part of micro-wave radio circuits which pinpoint railroading's new systems.

ship among southwestern cities to the fact that far-sighted pioneer citizens struggled ceaselessly and successfully to make Dallas an important rail center.

Dallas has never lost its prominence as a transportation center and today boasts nine railroads operating in the city. But just as the Dallas of today, with its mighty skyscrapers reaching upwards from the rolling blacklands, is a far cry from the frontier community of the 1860's, so railroading today is a world apart from the railroading of 95 years ago, when the first H. & T.C. train chugged into town from Galveston.

Today Dallas exists in the midst of a

Transportation

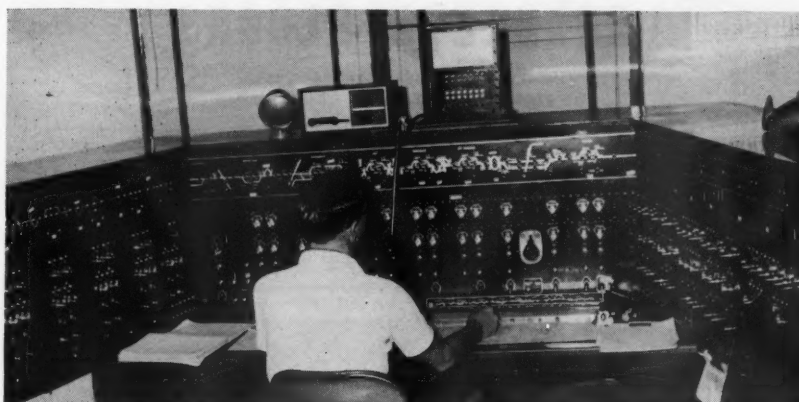
fast-moving new kind of economy and to meet the demands of such a modern metropolis, the iron horse of yesteryear has been replaced by a new kind of rail-roading.

Technological advances have brought today's railroad employee and the traveling and shipping public into personal contact with fields of scientific endeavor unheard of on the railway as recently as a decade ago.

Diesel locomotives have virtually replaced the chugging steam engine of yesterday and at many points they power sleek, streamlined passenger equipment or newly-designed freight cars over ribbons of continuous rail, doing away with the hypnotic "clickety-clack, clickety-clack," long associated with rail travel. New trains, such as Santa Fe's "Dallas Chief" to Chicago, the Fort Worth and Denver's new "Texas Zephyr" to Denver, boast the latest in passenger comfort.

But all the techniques of this new kind of railroading are not so evident as powerful diesel locomotives, new passenger trains, or smoother road beds. Many of the new techniques are evident to the average shipper or rail traveler only through improved, more efficient service.

Centralized traffic control, or "CTC," is the name given to a new system of remote control signalling, which enables one man, sitting at a control panel to direct movements of trains over distances ranging up to several hundred miles. For example, the dispatcher at the T. & P.'s "CTC" board in Marshall, Texas, controls the movements of all trains moving on the T. & P. main line between Texarkana and Dallas.



ONE MAN and a panel make up a nerve center which controls movements of Cotton Belt Route trains for hundreds of miles. Flicking lights register trains' whereabouts and enable the dispatcher to put one locomotive on a siding while another takes off down a clear main track.

Train wheels, either in moving or stopped trains, act as contacts in an electrical track circuit to actuate signals and indicate exact location of all trains. The electronic impulses light lamps on a track model board located in the dispatcher's office. By means of levers and push-buttons on his desk, the dispatcher opens and closes railroad switches, shoves slow trains onto sidings, and expedites the passing of trains running in opposite directions on the same track.

With "CTC," a one-track railroad is able to handle about 80 per cent more traffic with greater speed, efficiency and safety.

Today, the familiar swinging lantern of the brakeman has been largely replaced by two-way radio which enables the engineer in the cab of the locomotive and a conductor in the caboose to converse while

the train is in operation. In marshalling yards, where freight trains are made up or broken down for delivery to industrial spurs, railroad employees today sit high in a control tower and automatically direct cars to correct holding tracks electronically or by means of special remote control braking devices.

Santa Fe has pioneered in micro-wave communications, which carry conversations from general offices to points throughout the territory served by the railroad. And modern, electronic computer equipment is being developed which will enable railroads to confirm passenger reservations almost instantaneously.

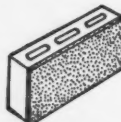
The railroads were the first major industry to utilize punched card accounting, and today, through the use of the most modern type of this equipment, a railroad is able to tell a shipper exactly



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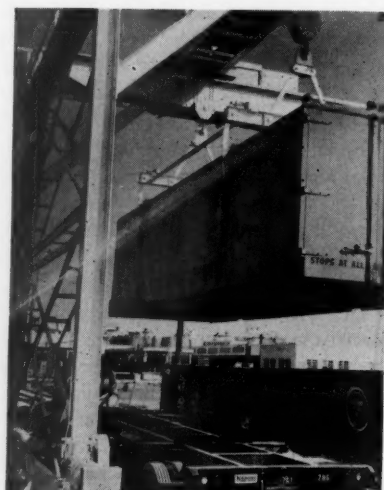
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Transportation



THE TRUCK RAIL service of Texas and Pacific Railway can be expedited by one man who operates a 25-ton traveling crane electrically. The trailer body is lifted off the truck chassis and anchored to a T&P gondola car or flatcar.

where a given carload is located on its line.

Twenty years ago, the sight of a truck trailer on a railroad flatcar would have caused people to stop and stare, and yet today, the "piggy-back" service is being offered by Santa Fe, The Cotton Belt, Southern Pacific, Rock Island and the Burlington lines in Dallas.

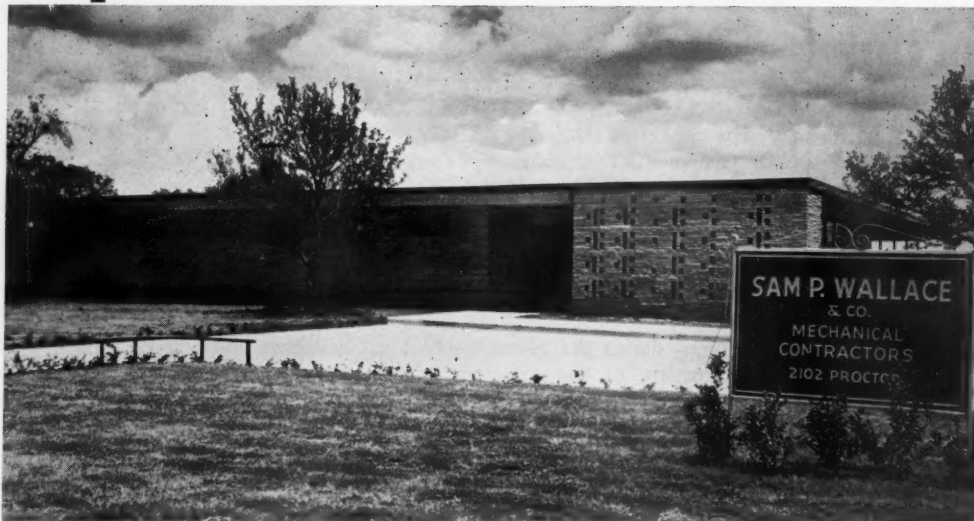
The T. & P. has introduced a new wrinkle in the "piggy-back" technique. Instead of hauling the truck trailer, plus the heavy trailer wheels, the box-like trailer body is lifted off its frame and is anchored flat on the bottom of a gondola car or a flat car. A giant, 25-ton electric crane hoists the truck bodies into the waiting cars.

A good example of how railroads are working with industry to better serve its needs is the way in which the Rock Island has cooperated closely with the Inwood, Brook Hollow and Trinity Industrial districts in constructing its new freight yard.

Today's railroading is different—whether the innovations be modern—ticket offices such as the Katy, Rock Island and Burlington lines recently opened in the Adolphus Hotel, or a more efficient method of keeping track of the 1,000,000,000 tons of freight moved annually by the railroads.

Yes, today's is different, it is truly a new kind of railroading.

the house that know-how built . . .



This Dallas-based mechanical contracting firm spreads its field of service from coast to coast and into foreign lands. The exceptional facilities and "know-how" of Sam P. Wallace & Co., have played a major role in the building of numerous major projects. We have space to list but a few on this page.

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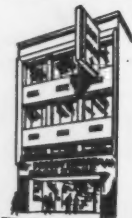
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CHAMBER NEWS

Manufacturers Sponsor Letter Clinic. The Dallas Manufacturers and Wholesalers, Inc., sponsored a comprehensive clinic on business letter writing May 14, 21 and 28.

The clinic was under the direction of Dr. George H. Zeiss, professor of marketing at the School of Business Administration at SMU. Dr. Zeiss received his Bachelor's and Master's degrees from the University of Texas, and the Doctor of Philosophy degree from Ohio State University.

Sessions during the course covered a quick review of the importance and money value of good letters; a study of the business letter's form; writing concise letters; opening and closing the letter; techniques for clear writing; winning friends through business letters and planning and dictating.

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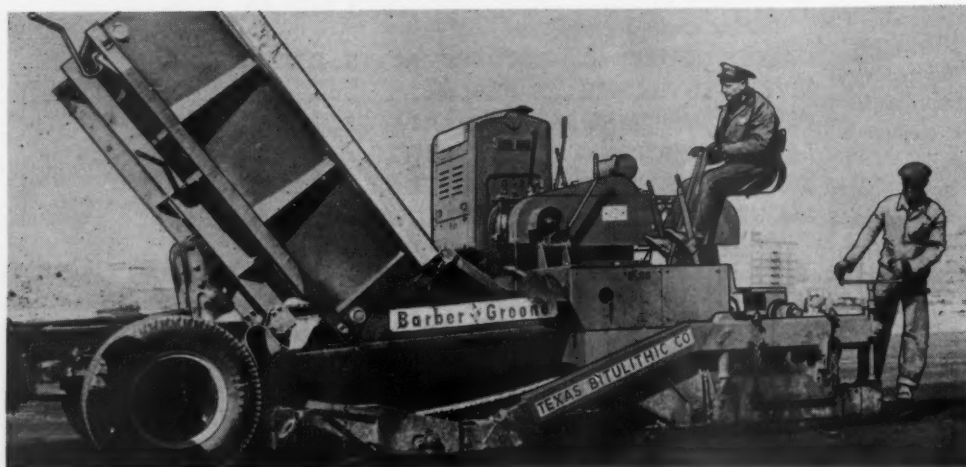


SHARON SMITH

Jaycees Name Sharon Smith "Miss Dallas." Miss Sharon Smith, a student at Southern Methodist University, was named "Miss Dallas" for 1957 by members of the Dallas Junior Chamber of Commerce this month.

Miss Smith won over 12 finalists in each of three competitions. Judges were Miss Bonnie Fitzwater, Robert Glenn, Mrs. Richard Ingels, Gordon Durden, Elizabeth Cleveland, John A. Callahan, and Mrs. Roy H. Bettis.

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To turn 15,000 tons of hot Asphalt Mix into an 8 acre parking area for the new Dallas Municipal Auditorium, Texas Bitulithic Co. chose the Barber-Greene Model 879-B above. This remarkable machine is sold, serviced, and recommended by P. A. Ross Machinery Company.

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Chamber News

Apparel Groups Organize Greater Dallas Fashion Market

The Greater Dallas Fashion Market is a new organization formed by the alliance of the four major women's and children's apparel market groups to promote the Dallas apparel market. Cooperating under this name are the American Fashion Association, National Fashion Exhibitors Association, Southwest Children's Wear Association and the Dallas Fashion Center.

First effort of the new organization is the concerted planning for the Fall and Back to School Market to be held May 26-31, featuring a fashion clinic, formerly presented by AFA alone, and a giant party.

The Fashion Clinic will be held in the Crystal Ballroom of the Baker Hotel on Monday and Tuesday night, May 27 and 28. No major changes are planned other than including merchandise from throughout the entire market. In it will be shown trends and forecasts in fashion, and merchandising ideas and information for buyers will be included in the Sales Merchandising Manual.

Organization committee of the Greater Dallas Fashion Market is composed of the following: Robert Swango and Wade Glover from AFA; Manny Pierce and Lew Werther from NFEA; Ed Schatzman and Clive Srader of SCWA, and Lester Lorch and Lester Lief from DFC.

Additional planning for the Greater Dallas Fashion Market will be carried on continuously.

★

Dallas JC's Again Win Top Rating.

The Dallas Junior Chamber of Commerce, for the third consecutive year, has been voted the outstanding Jaycee chapter in Texas in the large city category.

Chapter representatives, headed by President Don Greaves, accepted the award at the thirtieth annual Texas Junior Chamber of Commerce convention in Corpus Christi.

Dallas Jaycees placed first in 14 of the 24 categories judged in club activities, and placed second in seven others.

Two Dallas Jaycees were elected to state offices. Bob Irons was chosen as a vice-president, and Mel Price was named national director from Texas.

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TRAFFIC and HIGHWAYS

Cooperative effort on the part of material haulers for the building industry and the Citizens' Traffic Commission has helped to solve an important problem of traffic safety in moving large quantities of materials to Dallas building projects.

In the summer of 1955, dump trucks were involved in a series of fatal accidents. The bad public relations engendered by these accidents constituted a real problem for Dallas and the building industry.

Tom Amis, president of Wamix Inc., and other leaders in the industry got together and formed the Concrete Industries Board of Dallas County. This was composed of representatives from sand, gravel and ready-mix companies and its sole purpose was to do everything possible to work with material haulers to reduce the accident rate.

This Board inaugurated an educational campaign and also initiated a system of self-policing within the industry, by a system of traffic observers. Safety meetings were held and safety engineers and other traffic experts were brought into the picture. The result has been a noticeable decline in the number of accidents and traffic violations by drivers within the industry.

The Concrete Industries Board pro-



AS A PART of the Blue Diamond Company's continuing safety program, \$50 U. S. Savings Bonds were awarded drivers without a chargeable accident against them during the year 1956. Left to right are Bill Collins, Jack Thompson, Sr., Ernest Buice, Pat Brennan, C. F. Gooch, W. L. "Bill" Handley (vice president), C. L. Morgan, Billy Bob Thomas, L. V. Thomas, Jack Boles, John L. Williams, and Davis Cooper. The above group are mortar truck drivers, and average approximately 4,000 miles per month.

gram is now going into its third year and Dallas County law enforcement officers feel that it has been very effective.

At a recent safety meeting, Dallas County Sheriff, Bill Decker, commended the CIB and reported that accidents involving dump trucks and similar equipment had decreased 65 per cent and that traffic violations involving like equipment were down 54 per cent. Deputy Chief Charles Batchelor, head of the Traffic Division of the Dallas Police Department

attributed this improvement to the efforts of CIB and said that complaints about gravel truck operations were at an all time low. John L. Briggs, chairman of the Dallas Citizens' Traffic Commission, also commended the self-policing results within the building industry and pointed out that this is another prime example that COMPLIANCE is one of the best means to secure overall observance of traffic laws.

★

Traffic League Sets Annual Meet.

The Texas Industrial Traffic League, comprised of about 150 traffic executives representing large industries in the state, will hold its annual meeting June 4 at the Baker Hotel.

After the morning business session, Colonel Carl Estes of Longview will speak at a luncheon to which members of the transportation industry have been invited. H. J. McKenzie, president of the Cotton Belt Railroad, will introduce Col. Estes.

Estes, a veteran of two world wars and publisher of the *Longview News* and *Journal* newspapers, was at the forefront in the Connally Act campaign which resulted in the orderly production of Texas oil.

Lon Newsom, president of the League and manager of the Transportation Department of the Chamber of Commerce of San Antonio, will preside over the business sessions. He will be assisted by Kenneth Tubbs, secretary of the League and manager of the Dallas Chamber of Commerce's Transportation and Highways Department.



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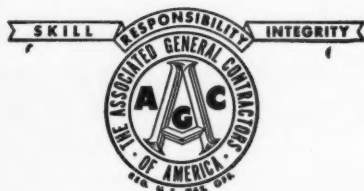
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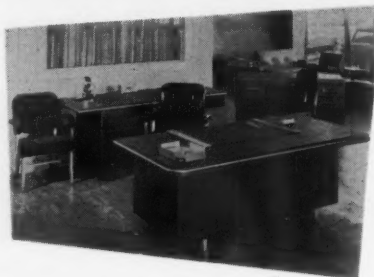
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SPORTS

Dallasites Take to Boating as Industry Bounds and Booms

Time was in Texas when a man who owned a boat was strictly in the so-called Cadillac class. The boat was a luxury item, priced too high it seemed for most wage earners, and boating was a sport or pastime for the wealthy. As recently as ten years ago, the boating industry in Texas was at a standstill or a snail's crawl at best.

Then came the boom and it was a Texas-size boom by any comparison. In that 10



year span since 1947, the boat industry grew by 400 times, especially in the last few years with consumer buying power at a record high. Boat manufacturing, the supposed "sleeping" industry, is now one of the Southwest's most progressive enterprises.

Texas now stands fifth in the nation in boat sales, edging ahead of states which claim lake resort business as a top money-getter. Michigan, New York, Florida and Minnesota rank ahead of Texas. And some of the largest producers of small pleasure craft in the country are now in Dallas, considered the best location in the state for boat works.

What is the explanation for this boom which has made boating a household word in Dallas and the Southwest?

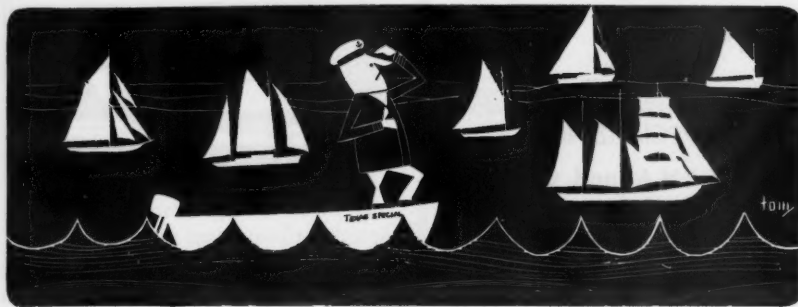
A representative number of Dallas' 50 builders, chain and independent, were asked this question. Identical reasons were given again and again.

First, it was agreed that the ease in buying a boat had been a most effective shot in the arm. Small down payments and easy

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monthly installment terms attracted thousands of new customers in Dallas. Manufacturers had overcome the big obstacle—they had crumbled the price barrier and opened the market to any income bracket.

Secondly, boaters concurred that the family unit had picked up the "bug." Dad no longer controlled the boat as his personal fishing vehicle. As one builder put it: "Dad thinks he's buying it for those fishing trips but the rest of the family knows differently. And Dad loses the argument."

Thirdly, simplified construction and operation of the boat allows even a youngster to take command. An engineering degree is no longer the pre-requisite for operating a motor. The boat is as easy to handle, even easier, than a car is to drive.

A big aid to the boom is the handy trailer. Until recently, it was practically necessary to own a lake cottage if you wanted a boat. This was for storage purposes. Now, the boat stands next to the trailer and car in the owner's garage.

The boat enthusiast also is no longer confined to a single lake as was true with cottage-storage. The trailer allows him to take the boat in any direction and bring it home for safer keeping.

Aside from the economic reasons, the sport of water skiing attached a new importance to boats. It's a simple fact that one needs a prime mover to operate skis on water. One local manufacturer said he'd never seen a sport catch on so fast in the Southwest.

"The high school and college age level latched on to this craze a few years ago and haven't let go," he explained. "And they like speed and more speed—that's where we come in with faster, sleeker boats."

And to the delight of the manufacturers, the sport is still growing.

Roy Hughes, general sales manager for Lone Star Boat, had still another theory. Hughes explained that the boat had replaced the expensive vacation in many cases.

"Say a family spends around \$500 on their boat. With a small additional cost for the trailer, they can virtually take a vacation every weekend. They could spend the same amount of money on one cross-county vacation while the boat will hold up for many years," Hughes said.

And the larger the family, he continued, the more practical the boat purchase.

Also, the do-it-yourself fad has crept

into the picture. Boat kits are available to the industrious sportsman who wants something individual about his boat. For as low as \$90, a home-builder can get a partially constructed boat (bottom, stem, back end, sides and ribs). The rest is up to him—and usually results in a friendly neighborhood conference over "just how to do it."

There's no limit to how much the individual can flash up his boat and free advice is available from any boat works.

At completion, he's the ship's builder and captain...and that's something to brag about.

J. K. Hundley, owner of Hundley Boat Works at Lake Dallas, said that the industry would pick up new friends with all the "new" water in Dallas area lakes.

"With all the rain we've had here recently, I expect a new business rise," Hundley said. "People are shopping for boats, not just looking."

Hundley, one of the boat industry pioneers in Dallas, has been selling them since 1930. And, in his words, "business has really been good lately." He added that sales of the larger, more expensive cruisers had matched the purchase rise of the small fishing boats.

S. C. Willis, head of Willis Boat Works, agrees that the business boom has been "simply amazing" and that the industry has done well to keep pace with the accelerated demand.

Willis gave credit to numerous boat-social clubs in Dallas which "circulate interest in boating."

The Power Squadron, a Lake Dallas group, and the Dallas Boat Club, are two examples. These clubs hold periodic meetings, plan and take boat outings, hold so-

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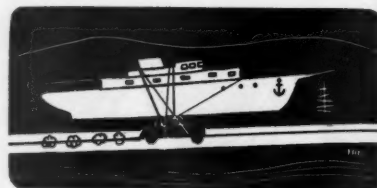
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Sports



cial parties and programs and generally search for boat-lovers as new members.

"There's no doubt that these clubs are good for the industry—and they keep us up-to-date at the same time," Willis said.

Several boat owners were queried by DALLAS as to the most popular boat in the area. Consensus was that a 14-foot boat, usually powered by a 5-horsepower motor, was the favorite.

Prices of the completely finished boats in Dallas range generally from \$500 to \$3,000. But of course, there are the less expensive and higher priced, ultra-swank cruisers.

It looks like a great summer for boaters or prospective boaters this year. Manufacturers report plenty of available boats at every price scale and the lakes are full of water from the recent cloudbursts.

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EMPLOYMENT

Dallas Jobs Go People-Hunting

Ten thousand temporary jobs a month! That is the total now being posted by the Texas Employment Commission for the summer in Dallas. Roughly speaking, about thirty thousand jobs need to be done between now and the first of September; thirty thousand links which, if unfilled or inadequately filled, could weaken the business economy of our community.



INTERVIEWS at Texas Employment Commission uncover needs and desires of employees.

Most of these jobs entail moving items or serving the customer, for 90 per cent of all employers in our area work in the distribution of goods and services. Such jobs pose a problem for the employer since they are temporary, unappealing to the permanent working supply and extras for the labor force in general.

Where are we to find such help when, and only when, we need it?

Fortunately, the question is being met through the efforts of the Dallas Committee for Youth Employment which is now succeeding in killing two birds with one stone. Meeting in the middle, with benefit to both, are the temporary jobs which need people and the people who need temporary jobs.

High on the list are youngsters between 14 and 19 who want and need jobs for

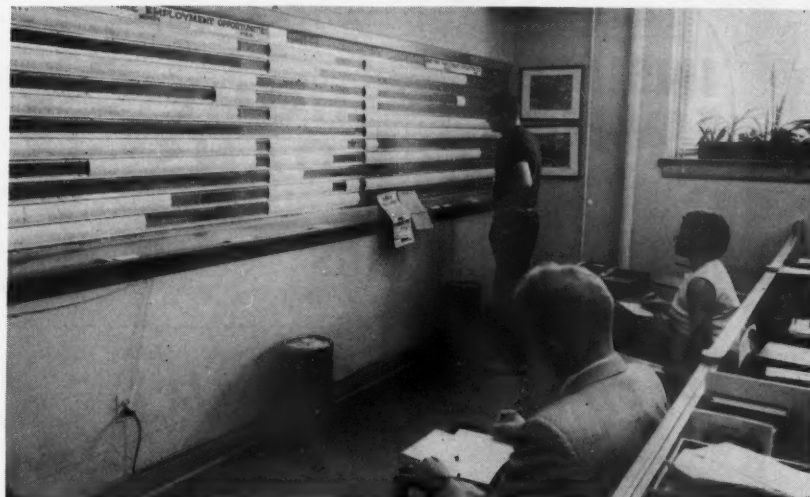
Employment

both financial and psychological reasons.

The movement to do something about summer employment here began last year with a committee under the sponsorship of the Family Children's Division of the Dallas Council of Social Agencies. Last summer the Texas Employment Commission cooperated with the Dallas Independent School District, the Junior Chamber of Commerce and the Council in an experiment on employing youth for parttime jobs. In October the Research and Guidance Department of the School District ran a survey on the extent of youth employment in Dallas and on what the young people themselves want in jobs after school, over weekends and during the summer.

The survey uncovered amazing results. Almost 18,000 students between 14 and 19 want summer jobs this year. Sixteen thousand of them need help in finding these jobs.

They want jobs for a variety of reasons: to earn money because of need; to be able to stay in school; to earn extra spending money; to keep busy constructively; to have something to do; to learn through experience and job training; and to help to make a decision on a future vocation.



TEN THOUSAND jobs a month are posted at Texas Employment Commission. An estimated summer labor force of around 23,000 is available here this year.

An added opportunity for the young is the chance to explore the places of our workday world. He is disciplined to the responsibilities, demands and requirements of employment. He learns how to get along with different people. He channels his interest for the future.

The surface advantage to the employer

is fairly obvious. The businessman gets help for seasonal employment. But, at the same time, he is developing good manpower for future fulltime positions and is providing training for future shortages of skilled workers.

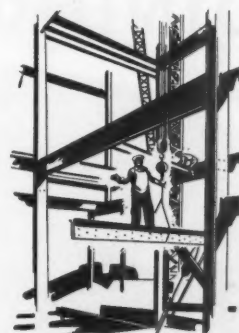
The general community gains too. The program offers constructive outlets for

"American business is betting on a steadily expanding economy in the next four years... 35 to 40 billion dollars a year. Industry now expects to spend 12% more this year than last for new plants and equipment. Business plans to spend sharply more on research and new products. These findings are shown today in the McGraw-Hill Annual Survey. Already business is earmarking about as much yearly for 1958, 1959 and 1960 as it spent in 1956. The economists predict that these future plans will be further expanded as the years roll around. As business gets bigger and more complicated long range planning becomes a necessity. Many of the giant corporations know pretty well now about how much they'll be spending in the next four or even ten years. And their planning adds up to beliefs that the economy will go on expanding... and their capital spending to keep up with the times will put a neat prop under the economy." — Sam Dawson (digest). May we help you succeed?

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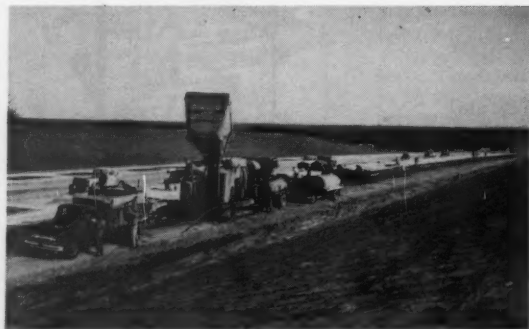
youngsters as a substitute for anti-social behavior. A feeling of community responsibility is fostered and the potential for developing leaders is enhanced.

Typical jobs which are suitable for teenagers cover a wide gamut. People between 14 and 15 can handle deliveries, on foot, for grocery stores, markets, drug stores, cleaners and so forth. They make good sales and stock personnel; can do simple clerical work in stores and offices; do well as library attendants and newspaper carriers on regular routes.

From 16 and 17 on, the field opens to include helpers to skilled craftsmen; counter personnel and waiting tables in restaurants; factory operatives, except in certain hazardous occupations; attendants in amusement places and telephone and telegraph operators.

A word about Texas and Federal Labor Laws. Federal laws apply to any employer who employs any minor in interstate or foreign commerce or in the production of goods for such commerce, and to any producer, manufacturer or dealer who ships goods or delivers goods for them. Under Federal law, children under 14 are out except for agriculture, acting, newspaper delivery and employment by

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Employment

parents. Sixteen is the minimum for manufacturing, mining or processing; public messengers; operating power-driven machinery other than office machines; transportation, warehousing and storage; communications; public utilities and construction.

Under Texas law, children under 15 may not work more than 8 hours a day or 48 hours a week. They cannot work before 5 a.m. or after 10 p.m.

A certificate from a licensed physician must accompany a child's request to the county judge for a permit to work. Children under 15 must have a permit except between June 1 and September 1 so long as they do not work prohibited hours or in prohibited places. None of the Texas Child Labor Laws apply to people over 17.

For more complicated jobs, local employers can also tap college students, teachers, job holders throughout the school system and other adults who have their summers free. The Texas Employment Commission estimates that at least 4,000 to 5,000 temporary workers may be available to Dallas this year.

Now that the Youth Employment Committee of the Dallas Council for Social Agencies is well established in a field where the need is becoming more and more pronounced, plans are afoot to make it a permanent, year-round group.

ON THE COVER

This month's cover by artist Bud Biggs shows the first steps in the new Exchange Park Complex.

In the foreground of the painting is the Braniff International Airways building which will be completed in August of this year. In the background is the Exchange Bank which is near completion now and already partially occupied. The buildings are the first two units of the \$125,000,000 Exchange Park Development. Other units planned include an insurance building, a major department store, medical center, multi-level parking, utility building, retail shops, office building, restaurant, and hotel and hotel court.

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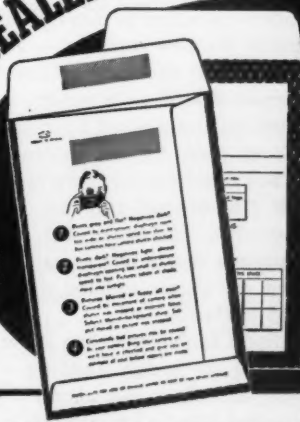


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Al Hagler

by Elery Owens

It'll be seven years ago this September that Al Hagler quit his job, bought \$80 worth of carpenter's tools — and went into the construction business.

The Hagler Construction Company's start was hardly impressive. It was made up of Al Hagler — and one laborer. Its assets consisted almost entirely of one residential lot on McFarland; that plus a good background and Al Hagler's determination to make good on his own.

He has. Today, he can point to an impressive number of schools, churches and business buildings in Dallas or within a 100 mile radius of the city — all of them built by his company.

Al's first job as his own boss was adding a porch to a home in Highland Park. Right now, his crews are working on the new Irving High School — a \$300,000-plus contract.

That's quite a jump in less than seven years; especially in a field as highly-competitive as general contracting, where the casualty rate among new and struggling firms is high. Success hasn't come to 32-year-old Al Hagler and his young company without moments of discouragement. But he's weathered them, with the realism of a man who knew what he wanted to do and was willing to take a calculated risk to achieve it.

Al Hagler left his family's farm home near the Johnson county town of Joshua to enter Texas A. and M., intending to become an engineer. He did — but only after a war-time interruption of more than three years that included combat service as an 8th Air Force navigator.

Following his graduation in 1948 with a Civil Engineering degree, Al went to work for a Dallas firm — Inge-Hayman Construction Company. He spent two and a half years with them, doing building layout and cost engineering on such jobs as the Baylor Hospital project.



AL HAGLER

And then, when he was 26, Al Hagler decided it was time to stop thinking about forming his own company — and do it. He left; and the Hagler Construction Company was off to its inauspicious start.

Following the porch-building job, Al drew up plans for his residential lot — and he and his one-man crew built a house on it. The original plan was to sell the house; then build more. But the Hagler Company's first commercial job intervened; the chance to build a small warehouse in Dallas.

After a bank-remodeling job at Grandview, Al hit tough-sledding — "a dry spell," he calls it. For almost a year, he submitted bids on job after job, a total of almost forty. None of them was successful.

Al Hagler concedes it was a discouraging period. "But it was what I wanted to do," he says.

It finally ended, when his bid on the First Presbyterian Church at Ennis was successful — and the Hagler Construction Company was over the hump.

From his office at 4425 Greenville, Al

sums up his hopes for the company, briefly and succinctly: "I want it to grow and do good work."

This last is undoubtedly a factor in his success; the fact the Hagler Construction Company has always tried to do a better job than called for by the specifications.

Al himself credits friends and their encouragement — and Mrs. Hagler, who kept the books and looked after the office, in addition to caring for their two small sons.

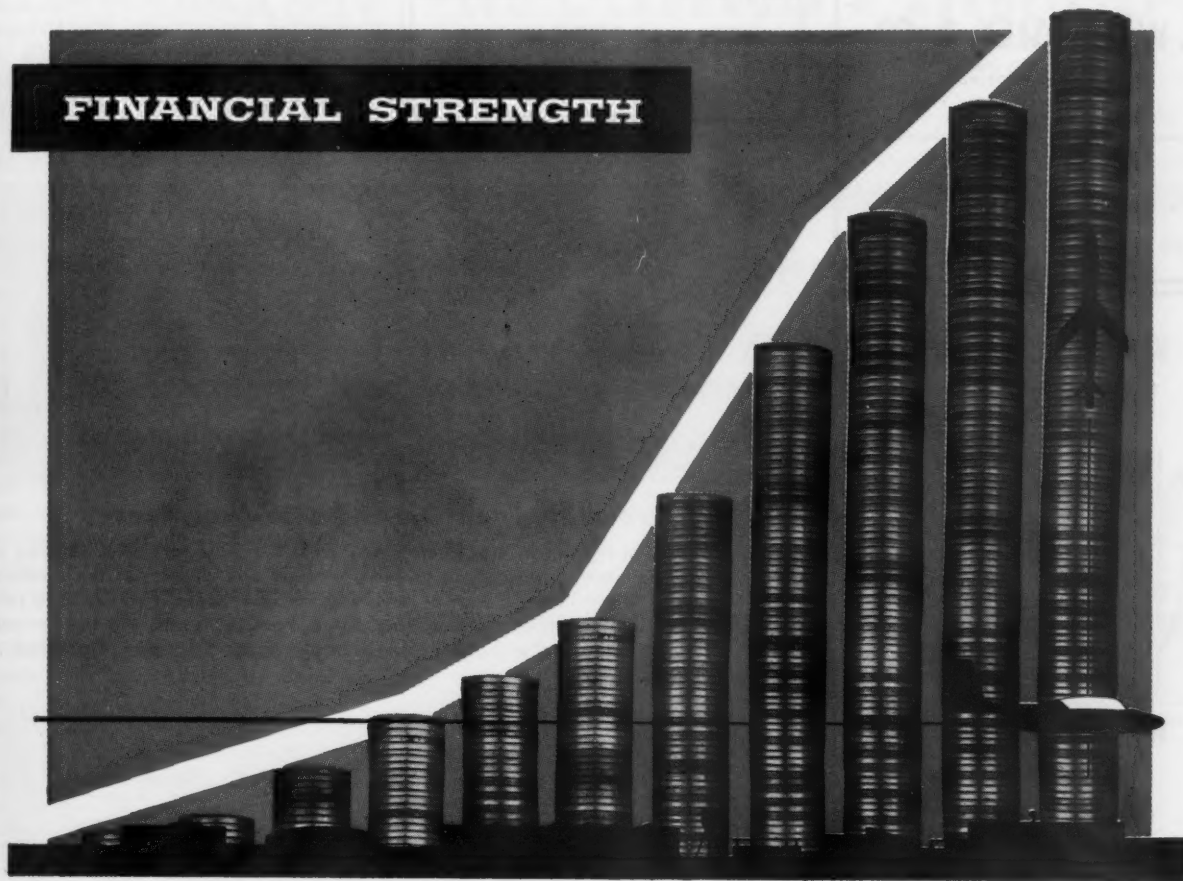
Al Hagler is a member of the Dallas Chamber of Commerce; a member of the Dallas Chapter of the Associated General Contractors of America; and also belongs to the Dallas County Construction Employers' Association.

At 32, this quiet-spoken, one-time farm boy has already left his mark on Dallas and the surrounding area — in the schools, churches and other structures he's built.

And as Dallas and North Texas continue to grow, there's little doubt he will continue to do so — not only as a builder but as a man of integrity and a solid citizen.

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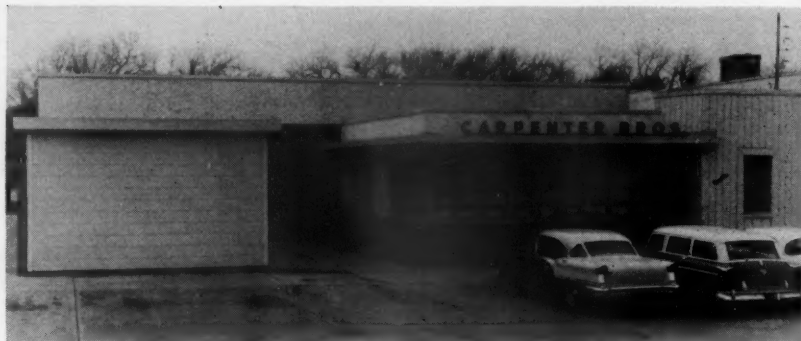
NEW and EXPANDING BUSINESS

► The Lido Hotel and cabanas in Dallas have been purchased by the Franciscan Corporation, also of Dallas. The 100-unit hotel is located on the eastern edge of Dallas on U. S. Highways 67 and 80. Built in 1956 by Dallas interests, it has been in operation several months.



Harbor Plywood Opens Dallas Warehouse

This is Harbor Plywood Corporation's new 16,000-square-foot brick building in Brook Hollow Industrial District. Built to serve jobbers and dealers in the northern half of Texas, in Oklahoma and part of Arkansas, the warehouse is served by a railroad spur and provides three truck-loading doors. Paul Lewis was the builder and Grady Jordan was the realtor handling lease negotiations. George E. Carnahan is Dallas manager.



Carpenter Brothers Occupy Enlarged Quarters

Carpenter Brothers, general contractors, have completed moving into enlarged facilities at 1335 Plowman, and now occupy 15,600 square feet of working space. The firm is headed by P. L. Carpenter, its founder, and R. B. Carpenter, Jr., who joined his brother in 1942. Latest addition to the staff is R. D. Carpenter, son of P. L. Carpenter, who joined as a junior partner in 1956.

► Klauss-Joyce, Inc., has opened national sales offices at 5526 Dyer Street in Dallas. Heading this office is Harry M. Joyce, executive vice-president of the national concern.

► Drilling & Exploration Company, and its contract drilling subsidiary, Drilling & Exploration Company of Delaware, will establish combined headquarters in Dallas about July first. Offices here will be in the Exchange Bank & Trust Company Building now under construction in Exchange Park in Northwest Dallas. In the move, headquarters for the parent firm will shift to Dallas from Houston, and the subsidiary will come here from Los Angeles. Approximately 25 executive, engineering and supervisory personnel are involved in the change of location.

WAREHOUSE LEASING

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INVESTMENT PROPERTIES

New and Expanding Business—

▶ F. L. Jessup Company has moved to a new location at 3012 North Henderson at Central Expressway. The firm has expanded its operations and is now in the retail field and fully equipped to handle all phases of air conditioning and heating.

★

▶ Laverne, Inc., designers and manufacturers of wallpaper, textiles and furniture have opened their Dallas showroom at the Decorative Center.

★

▶ Texas Instruments Incorporated has moved the marketing department offices of its Semiconductor-Components division to new quarters at 2929 Cedar Springs Road. The department will occupy approximately 6,000 square feet of floor space in the recently-completed El Dorado Building. The marketing offices will house a staff of 75 persons and will be equipped with five 24-hour teletype machines.

★

▶ The Oliver Electrical Manufacturing Company of Battle Creek, Michigan, has moved its Southern Regional Headquarters into a new building at 1710 Levee Street in the Trinity Industrial District. The new quarters, built to the firm's specifications by Gower and Folsom, general contractors, house air-conditioned offices and warehouse facilities served by rail trackage and truck docks. The red brick structure doubles the size of Oliver's former plant. Bill Campbell, realtor, handled the lease negotiations. Oliver handles full line hardware for major utility industries and ships throughout Texas, New Mexico, Oklahoma and Louisiana. A. R. Edmiston is district operations manager.

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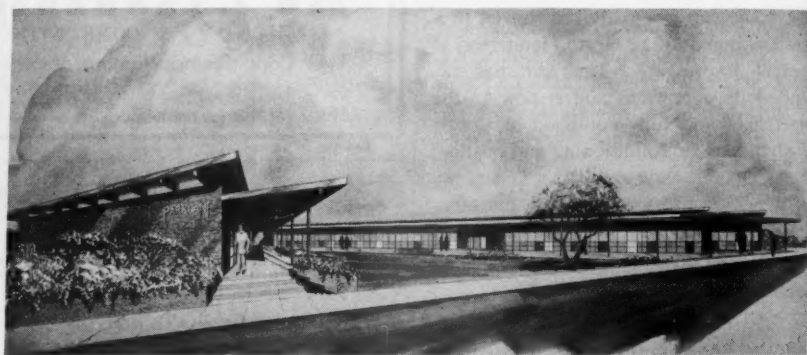
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New and Expanding Business



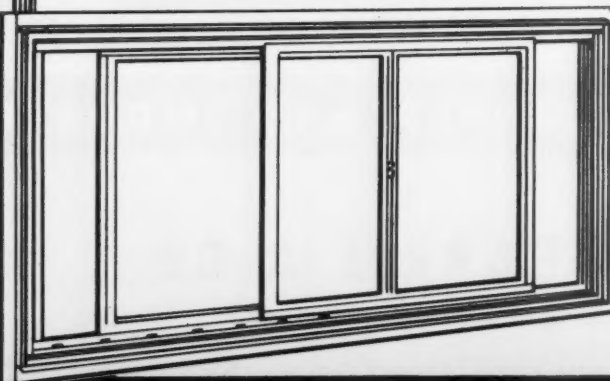
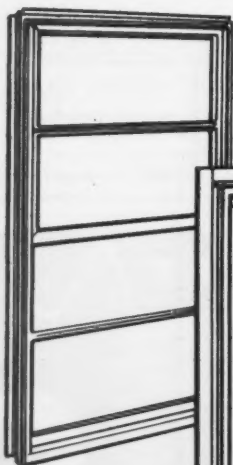
Commercial Finance Company Opens Dallas Offices

Regional offices occupying 1800 square feet in this new Parklane Building have been opened by Commercial Finance Company of Muskogee, Oklahoma. Builder and owner of the structure, located at Lemmon, Westside and McArthur, Dallas, is McFadden and Miller Construction Company, who also will office in it. The lease was handled by Jay Green of Henry S. Miller Company, Realtors. Harold Berry and Associate, Don Speck, were the architects. Commercial Finance handles the financing of automobiles and appliances, and its regional manager is Charles Maupin, formerly associated with Refrigeration Discount Company.

► Dave Sterling & Company, manufacturer's representative of hardware, houseware and automotive supplies, has moved into new quarters at 150 Howell Street in the Trinity Industrial District. The brick combination office and warehouse building is an expansion over former quarters

at 152 Express Street, and provides air-conditioned offices, rail trackage, truck docks and off-street parking. Dawes Echols of Campbell and Campbell, realtors, handled the lease negotiations. David A. Sterling is owner of the firm, which has operated in Dallas 18 years.

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General Materials Company Opens Texas Operation

General Materials Company of Texas, Inc., newly-organized Dallas affiliate of General Materials Company of Hyde Park, New York, has opened a completely stocked aircraft aluminum warehouse at 1209 Levee Street in the Trinity Industrial District. Housed in a brick and masonry structure, the Dallas firm has air-conditioned offices and is served by a rail siding. Fork-lift trucks are maintained for speed in handling shipments. Gordon A. McGannon is the general manager.

► Shutter Shoppe has just opened at 236 Inwood Village. Leased from Caruth Corporation, the display room and working area covers 1400 square feet. Robert C. Byrnes and June R. Scovel are owners.

► Maurice Selvin, Advertising is a new agency planned to furnish varied advertising, publicity, public and personnel relations services. The agency office is located at 3326 Maryland Avenue, Dallas.



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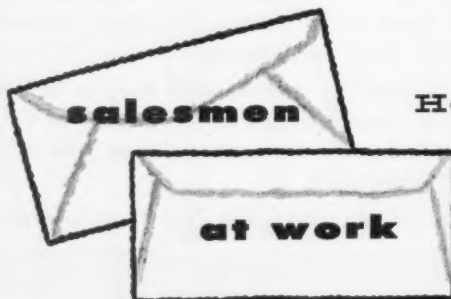
Carroll Shelby Sport Cars Opens New Home

Located at 5611 Yale Boulevard, this 6,500-square-foot building is the new home of Carroll Shelby Sports Cars, Inc. The structure has complete show rooms for the eight major lines of automobiles sold by the firm, also administrative offices, and a private club on the upper floor. Richard H. Hall is president; Carroll Shelby, national road racing champion, is secretary, and the general manager is Wes Mauldin, Jr.

► Fredrick H. Levey Company, Inc., has opened a branch manufacturing plant to produce printers ink in a new building at 1333 Crampton in Trinity Industrial District. This is a new manufacturing company for Dallas. Levey's home offices are in New York City, and the firm maintains a number of manufacturing plants across the nation. The Dallas plant will serve Texas, Oklahoma, Louisiana and Arkansas with all types of inks for the graphic arts. Andrew Cahill is plant manager. J. L. Williams was the general contractor for the brick plant building, which has air-conditioned offices and is served by truck docks. Dawes Echols of Campbell and Campbell, realtors, handled the lease negotiations.

► Brohard & Associates, Inc., 1708 Patterson Street, a new advertising agency, has been formed by M. M. Brohard, Jr., who has been elected president. Other officers are Mrs. Anna S. Hill, vice-president; Edmund R. Yates, attorney, secretary, and John Martin Davis, CPA, treasurer. The agency will serve clients with all media: newspaper, magazine, TV, radio, and direct mail.

► Southwest Prestress Company has purchased a 20-acre industrial site at Northwest Highway and Newkirk for the installation of a new prestress concrete plant. Negotiations for the site were handled by Jim Randolph, Bolanz & W. C. (Dub) Miller, Realtors.



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miles per gallon driving cars in all four price classes.

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20.64

miles per gallon — less than half-mile per gallon better than women's score.



Mrs. Mildred Alsbury and daughter-in-law, her relief driver, almost duplicated Sweepstakes winning mileage of son, Mel Alsbury, Jr., and his relief driver-father.

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The 23 entries in this 1,568-mile Mobilgas Economy Run were 1957 stock cars with automatic transmissions. They drove in city traffic and over open roads—mountain grades—desert heat and freezing cold—every extreme of driving conditions!

So take a tip from these Economy Run drivers . . . keep your car in top condition — drive sensibly — use *New Mobilgas Special* — powered with new top octane and gas-saving MC4 additives.

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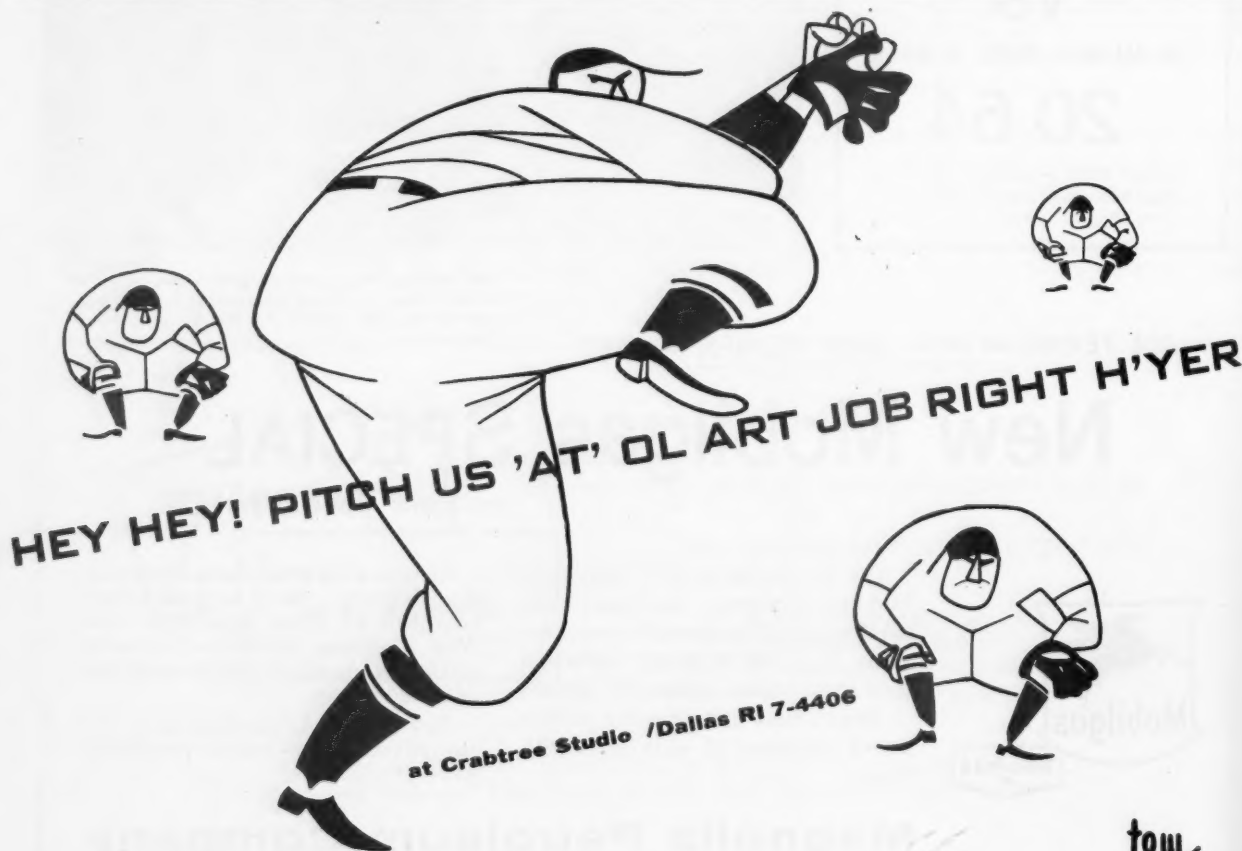


RCA Consolidates Southwestern Regional Operation

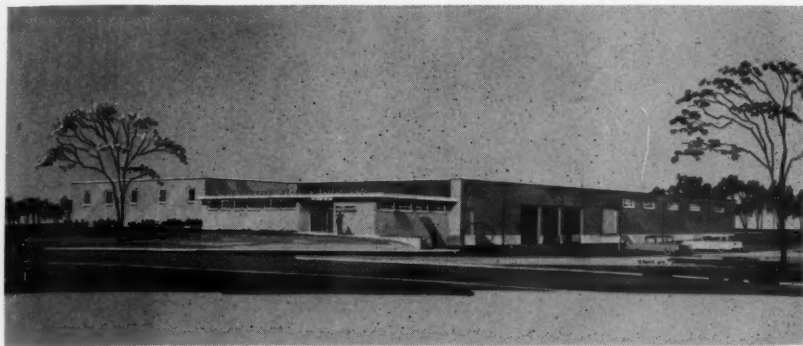
The building at the left is the new Radio Corporation of America regional office building in Brook Hollow Industrial District in Dallas, and the building at the right is the new RCA tube warehouse. Located at 7901 and 7905 Freeway, respectively, they provide a total of more than 32,000 square feet of floor space.

► Wyatt Food Stores, Inc., will occupy the majority of the first major building to be constructed in the \$5,000,000 Valwood Village Shopping Center in the Valwood Park section of Farmers Branch on the northern edge of Dallas. The supermarket will occupy more than 26,000 square feet in the building now being designed by Harwood K. Smith & Associates, architects.

► Blanton Paper Company, newly-organized wholesale distributor, is now in operation with offices and warehouse at 729 East Fifteenth Street in Dallas. President of the corporation is Lennard Blanton, who has been active in the wholesale paper business in the Dallas-Fort Worth area for 25 years. Lease negotiations were handled by Jim Randolph, Bolanz & W. C. (Dub) Miller, Realtors.



New and Expanding Business



Midwest Materials and New Process Steel & Supply Plan New Quarters

This architect's sketch shows how the new Brook Hollow Industrial District home of Midwest Materials, Inc., and New Process Steel & Supply Corporation will look when completed. Under construction at 726 Regal Row, the 40,000-square-foot building is scheduled for completion in August. J. L. Williams & Company is the contractor, and Jack Moser of the Moser Company, realtors, handled lease negotiations.

► Parkers Garage, 7407 Harry Hines Boulevard, has purchased a site on Hinton Street for the construction of a new garage. Negotiations were handled by Jim Randolph, Bolanz & W. C. (Dub) Miller, Realtors.

► West Chemical Products, Inc. is the new name of the West Disinfecting Company, 75-year-old chemical specialties manufacturer of Long Island City, New York. The firm maintains a Dallas branch at 5416 Maple Avenue.

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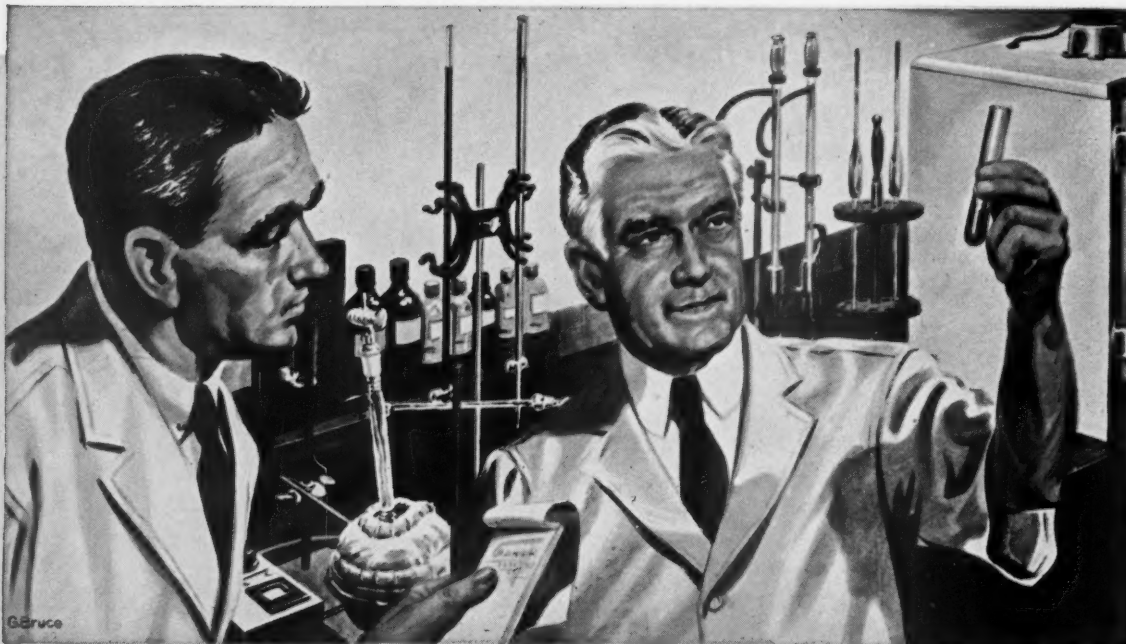
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Martha Carlson

by Jim Stephenson

Martha Carlson, Realtor, is also Martha Carlson, wife and mother, and Martha Carlson, civic worker. Blessed with a keen sense of timing, a remarkable talent for organization and management and an abundance of energy and common sense, she has achieved success in each endeavor.

The brown-eyed, 5-foot 2-inch Martha runs her business at 6617 Snider Plaza. She runs her home at 3405 Purdue, where she's wife to insurance executive Maurice I. Carlson and mother to two bright daughters, Martha Ann, 14, and Martha Elizabeth, 12.

Civic duties, such as volunteer work on cancer, Community Chest, heart and Red Cross fund drives, scouting and PTA activities, in addition to realtor association assignments, sometimes have threatened to get *her* on the run. Usually, though, she manages to crowd everything into seven 14-hour days.

Unselfish with her valuable time, she puts it this way:

"If you're taking something out of a city, it's only right that you put something in."

Dallas-born, Martha attended Armstrong Elementary and was graduated with high honors from Highland Park High. At Southern Methodist University she was a Kappa Kappa Gamma.

Martha and Maurice were married on a Friday the 13th in January of 1939 when he was a professor of English and Greek at Louisiana State and working on his PhD.

Mr. Carlson now is vice-president of the Universal Life and Accident Insurance Company.



MARTHA CARLSON

A former president of the Dallas Chapter of Chartered Life Underwriters, he is serving this year as president of the Dallas Estate Council. A civic-minded individual himself, he chairmanned the 1954 Cancer Crusade and last fall was on the Dallas County Republicans' finance committee.

Martha got into real estate after friends told her she was a go-getter at everything she tried — and that her talents might as well pay off.

She attributes her success in business to frank honesty with both buyer and seller, personal service and thoughtful, dignified — never misleading — advertising.

Every ad she places gives specific address, size and price of the property for sale. She does not solicit listings but never is without enough to keep her busy because a customer usually winds up as a close friend who refers others to her.

Martha served in 1956 as a director on the Dallas Real Estate Board. She's now vice-chairman of DREB's educational

committee, as well as a member of the advisory group of the educational committee of the National Association of Real Estate Boards.

As a DREB director last year, assigned to the bulletin and roster committee, she "re-did" the roster, giving it sparkling new readability.

Martha also has served on the Multiple Listing Service Committee.

Right now, as a member of the executive committee for the 1957 convention of the Texas Real Estate Association coming up at the Statler Hilton June 19-22, she is chairman of the reception committee.

She continues, also, as a trustee and secretary-treasurer of DREB's Educational Foundation, which she helped found in 1955.

In the real estate business, Martha is willing to concede that luck plays some part in success. But she goes along wholeheartedly with the philosophy that "the harder you work the luckier you get."

Dallas

APPOINTMENTS and PROMOTIONS



BILL HAWORTH has been appointed manager of Bell Helicopter Corporation's news bureau. Mr. Haworth will prepare news releases for all media and will maintain liaison with Fort Worth and Dallas news outlets. Recently he has been public relations director of Texas Empire Investment Corporation, Fort Worth real estate mortgage firm.

J. RUSSELL CLARK, formerly assistant chief engineer, aircraft projects, has been named chief engineer, aircraft, of Chance Vought Aircraft, Inc., Dallas. And **SAMUEL O. PERRY**, formerly assistant chief engineer, missile projects, has been named chief engineer, missiles. These are two newly-created chief engineering posts, one for aircraft and the other for guided missiles. Other promotions announced by Chance Vought include **LYMAN C. JOSEPHS, III**, formerly project engineer for the F8U-1 Crusader, to assistant chief engineer, aircraft projects; **SOL LOVE**, formerly a project engineer, to chief project engineer, F8U-1 projects; **WILLIAM C. SCHOOLFIELD**, formerly chief of aerodynamics, to assistant chief engineer, missile technical, and **ALFRED I. SIBLIA**, chief of personnel and planning, to chief of aerodynamics.

★
CHARLES DICKERSON of Dallas, a 1950 graduate of North Texas State College, has been appointed vice-president of the Allied Artists of America—a national entertainment counseling, buying and producing organization, with home offices in Dallas in the Walnut Hill Village. Mr. Dickerson has been with Allied Artists, formerly Artists' Representatives of Texas, for the past year.



MAXWELL

FERGUSON

JOHN A. MAXWELL, JR. has been promoted by Temco Aircraft Corporation from vice-president and general manager of the Dallas Division to vice-president in charge of sales and contract administration. Directors have also named **VERNON N. FERGUSON**, former works manager of the Dallas division, as vice-president in charge of manufacturing operations for all plants. **GEORGE A. SCHULTZE, JR.** has been named manager of administrative services for Temco's recently-formed corporate organization. **G. NORRIS SHAW**, former aerodynamics research expert with the Bureau of Aeronautics in Washington, has joined Temco as senior military liaison engineer.

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The Check Master Plan Pays Your Insurance Premiums
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Under Great Southern's Check Master Plan your bank cooperates with you to provide a modern method of paying your insurance premiums.

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Check Master Plan Service

GREAT SOUTHERN Life Insurance Company

Founded 1903

Home Office • Houston, Texas



Just put your hands on the

New "Natural Way"
Adding Machine by FRIDEN

THE FIRST adding machine made to fit
and pace the human hand.

THE FIRST American 10-key machine to
show actual items before they are printed
on the tape.

Call Us for Demonstration

FRIDEN

Calculating Machine Agency

H. A. Melerding, Agency Manager

3005 Gaston

TA 4-1656

Appointments and Promotions—



JOHN W. JOHNSON

JOHN W. JOHNSON, former director of advertising, has been appointed director of advertising and public relations by Chance Vought Aircraft, Inc. **JOHN INNES**, former public relations manager, will be editor-in-chief of a new editorial section, and **VERNON B. HOBART** will be regional news editor. Other appointments are: **C. A. NICHOLSON**, assistant advertising director; **JACK BURNEY**, editor of "The Vought Vanguard"; and **HOWARD van BOHEMEN**, public relations assistant.

★
DONALD HOOVER has been named regional personnel representative for AC Spark Plug, the Electronics Division of General Motors, with Dallas headquarters in the Life of America Building, 311 South Akard Street.



JIM WEBB

JIM WEBB has been appointed regional sales manager for the Corrugated Container Sales Division of Lane Container Company at 10212 Denton Drive. A graduate of N. C. State College, Mr. Lane is a member of the Packaging Engineering Society.

*Serving the Electrical Construction Industry in
Dallas for More Than One-third of a Century*

LIBECAP ELECTRIC COMPANY, INC.

ELECTRICAL CONTRACTING ENGINEERS

Commercial - Industrial - Residential - Repairing

208 S. HASKELL

TAylor 3-6195



Symbol of Progress

**TEXAS EMPIRE LIFE
AND ACCIDENT INSURANCE COMPANY**

Hilton Painter, President

Dallas

Special METAL FABRICATION

ENLARGED PLANT FACILITIES FOR
CUSTOM-BUILT METAL JOBS!

Professional

**CUSTOM
METAL
JOBS**

★ COMMERCIAL

★ INDUSTRIAL

Specialty

FABRICATION

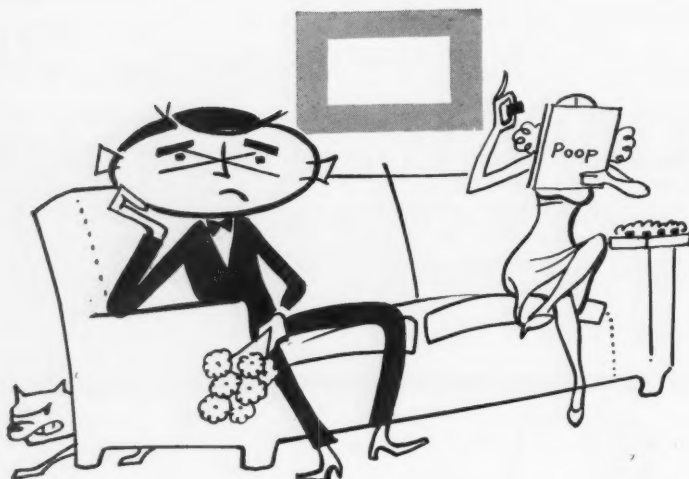
- Steel
- Aluminum
- Copper
- Brass
- Stainless Steel

Up to 1/4"

• CONTRACTORS • ENGINEERS

If it can be made of metal - see Mustang
... For custom-built service, too!

MUSTANG SHEETMETAL & MFG. CO.
3013 CANTON ST., DALLAS, TEXAS
RI 7-8511



... obviously
my call was
not preceded
by a printed
sales piece
from

Bennett's

PRINTING - LITHOGRAPHY - OFFICE FURNITURE

1829 CORSICANA - DALLAS - RI 1-3201

Stationery and Supplies in our Merchandise Mart Shop

Appointments and Promotions—



THOMAS D. TOBERTY has been appointed director of personnel for Slick Airways. A graduate of Spalding Institute, Peoria, Illinois, Mr. Toberty attended George Washington University and the Catholic University in Washington. He has had 25 years' experience in the field of personnel, including 12 years of labor relations work in the airline industry.

★

H. C. DECKARD has been appointed director of manufacturing for Wickfield Aviation, Inc., Dallas. The firm recently was formed to design and build aircraft and missile ground support equipment, and conduct advanced research and development work in the missile field.



BEN A. LIPSHY has been elected president of Zale Jewelry Company. Other members of Zale's new management team include **AL GARTNER**, vice-president; **J. L. WILSON**, vice-president and director of advertising; **MEL BERNIS**, vice-president and southern division supervisor; **SID LIPSHY**, vice-president and northern division supervisor; **LEON CIZON**, vice-president and western division supervisor and **ESIR WYLL**, secretary.

DALLAS • MAY, 1957

Appointments and Promotions—

SCOTT HUGHES, first vice-president and director of Southern Union Gas Company, Dallas, has been elected to the board of directors of the Southern Gas Association. Mr. Hughes, also named to be general chairman of the gas association's convention to be held in Dallas next year, joined Southern Union in 1931 as a member of the company's legal staff.

★
JAMES H. ENOCHS has been appointed to the board of directors of C. H. Collier Company, Dallas materials handling equipment firm. Mr. Enochs, a mechanical engineering graduate of Purdue University, is a director of the Industrial National Bank at Dallas, and vice-president and director of Benson Tractor Company, Houston.

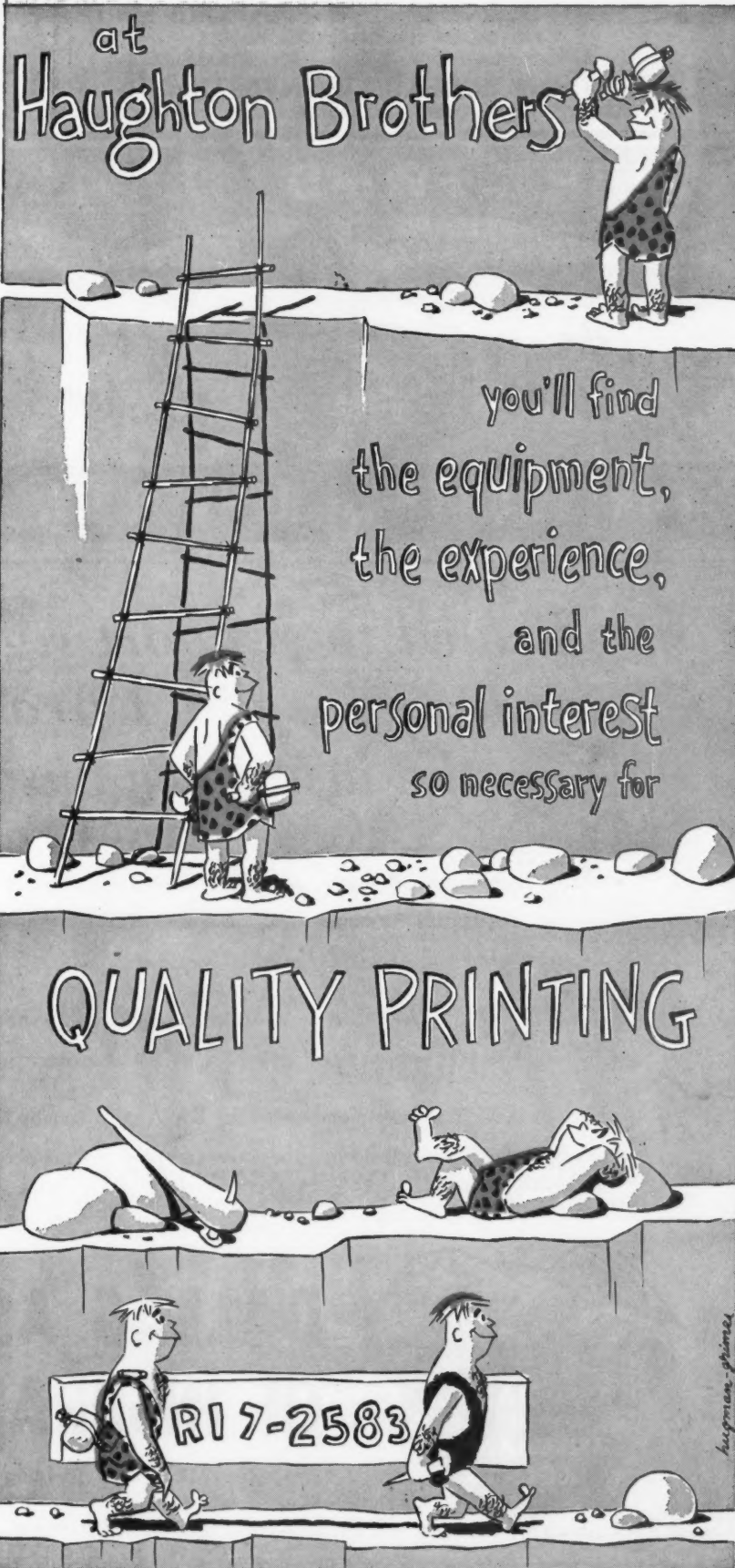
★
JAMES H. MARTIN has been appointed credit manager of The Statler Hilton. Mr. Martin came from the Statler Hotel in St. Louis and became assistant manager of The Statler Hilton in February of 1956.

★
J. M. BICKFORD, administrative assistant in Atlantic Refining Company's producing operations, has been named Dallas County chairman of the Oil Information Committee school program. The program, sponsored by the American Petroleum Institute, offers materials and other educational services to junior and senior high schools without charge.

★
E. D. CHAFFIN has been appointed sales and traffic representative in Dallas for Red Arrow Freight Lines of Texas. A graduate of the traffic management course of Southern Methodist University, Mr. Chaffin has been active in the motor freight industry since 1928. For the past twelve years he has been Dallas terminal manager for another major carrier.

★
TOMMY QUIN, drummer, **TOMMY, LOY**, trumpeter, **DICK COLE**, vocalist and musician, **CHARLES THOMPSON**, composer-musician, and **IDA SUE McBRIDE** and **ELIZABETH ANDERSON**, vocalists, have been added to the staff of Commercial Recording Corporation, a Dallas production firm headed by Tom Merriman. Vice-president and chief engineer is Hoyt Hughes.

★
ROBERT A. IBSEN, former superintendent of stewardess service for American Airlines has been named superintendent of terminal service for American at Love Field.



SCREEN YOUR EMPLOYEES BEFORE HIRING

POLYGRAPH (LIE DETECTOR) SERVICE

FINGER PRINTING

INVESTIGATIONS

HARTSON BUREAU OF INVESTIGATION

901 1/2 ELM ST.

OVER 35 YEARS SERVICE

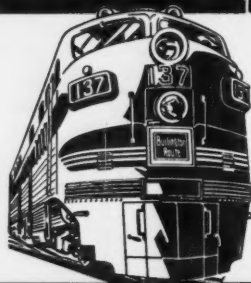
RI 7-0920

SHIP

FW AND D

TRAVEL

*Route
of the
Mustang*



*Way
of the
Zephyrs*

FORT WORTH AND DENVER RY.

Appointments and Promotions—

MRS. HARRIET MOTT has been elected president of Savway Concrete Forms, Inc. The firm, in conjunction with Container Corporation of America, is engaged in the manufacture of fibreboard cartons designed to create safety voids between concrete building beams and the surrounding soil. Mrs. Mott formerly was associated with Safway Scaffolds, Inc.

★

HORACE BOLDING has been elected vice-president, purchasing and stores, of Braniff International Airways. Mr. Bolding joined Braniff in 1934 and was named director of purchasing and stores in 1954. A member of the National Association of Purchasing Agents, he directs the activities of his staff at the airline's Dallas headquarters, as well as the regional purchasing offices located in Kansas City and Twin Cities, Minnesota.

*“Dedicated to support right principles,
and oppose bad practices in
the insurance business”*

During these times of doubt, concern and confusion; when the word “Insurance” is on trial, the Dallas Association of Insurance Agents would like to take this opportunity to remind you of its pledge of 27 years —

*Dedicated to support right principles, and
oppose bad practices in the insurance business.*

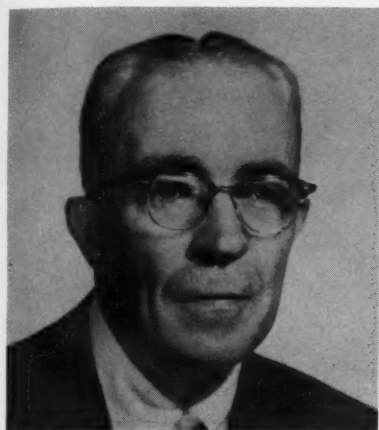
Each of the 176 agency-members of the DAIA must live by this code. It is a philosophy to which they subscribe when they are accepted for membership.



DALLAS ASSOCIATION OF INSURANCE AGENTS

812 Wilson Building • Riverside 2-6419

Appointments and Promotions—



RICHARD McLAUGHLIN has been appointed vice-president of A. Harris & Company. Mr. McLaughlin previously was associated with Bloomingdale Brothers, New York, as controller. Prior to that post he was controller and assistant treasurer of Palais Royal Department Store, Washington, D. C.

★

BILL PARKER has joined the staff of Purnell Advertising Agency as account executive. Mr. Parker, a graduate of Southern Methodist University, was formerly with another Dallas agency. He has been handling agency production and contact work for the past four years.



EDWARD W. BANGS, manager of the Dallas division of American Hospital Supply Corporation, has been elected a vice-president of the firm. Starting as a sales representative in 1945, Mr. Bangs advanced through the ranks of American Hospital Supply to become assistant to the manager of the Chicago sales division. In 1951 he was appointed manager of the Dallas division.

*Specializing in custom **DESIGNING** and **MANUFACTURING** of quality store, office and bank fixtures since 1922.

Adleta Show Case & Fixture Manufacturing Co.

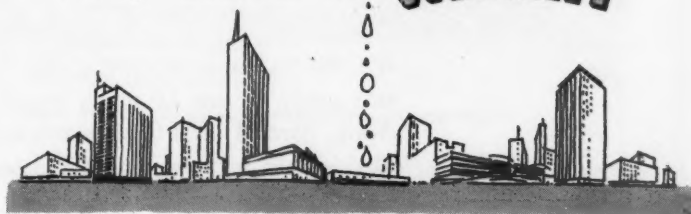
1914 Cedar Springs — Dallas 1, Texas

Phone RI 7-7576

*You'll be satisfied if it's an Adleta installation



They stand on **WAMIX**



WAMIX READY MIXED CONCRETE • 2221 IRVING BOULEVARD • RI 8-4093



STEEL TAKES MANY FORMS...

We don't gamble when it comes to keeping up stocks of the 1001 products made by our 19 major suppliers. Daily inventories of our Carbon, Alloy, Aircraft and Galvanized warehouse bays make sure that what you need is always *there*. Place your sure bet today. Call us.

MCCORMICK STEEL COMPANY
STEEL WAREHOUSE

DALLAS

5422 Dyer Street

Phone EM 8-3649

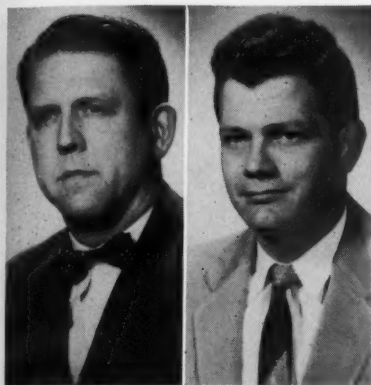
TWX DL-151



on the beam

DALLAS • MAY, 1957

Appointments and Promotions



VAUGHN

BROUS

WENDELL W. VAUGHN and **E. R. (EDDIE) BROUS** have been named vice-presidents of Libecap Electric Company, Inc. Mr. Vaughn has been a foreman and job superintendent with Libecap since joining the company some ten years ago. He now will head the sales and construction department. Mr. Brous has been with the firm over eleven years and is a member of the board of directors. He heads Libecap's engineering and estimating department.

THOMAS L. HUGHES, who for the past eighteen months has served as house manager of the State Fair auditorium, has been named to the newly-created post of assistant managing director. Mr. Hughes, a native of Dallas, joined the State Fair Musicals staff following three years with army intelligence. While on military duty in the Far East, he participated in numerous theatrical productions.

★

VIRGIL YOUNG has been named chief engineer at Alford Refrigerated Warehouses, and will continue also as superintendent of maintenance. Mr. Young, who served as foreman of steel construction when Alford built the refrigerated warehouses at 318 Cadiz Street in 1947-48, has a similar job now with the addition of 3,750,000 cubic feet to the general merchandise storage building.

★

PETER W. SILTON has been named district sales manager for the new Dallas district office of KLM Royal Dutch Airlines in the Southland Life Building Annex. Mr. Silton has been senior sales representative for KLM for the past year.

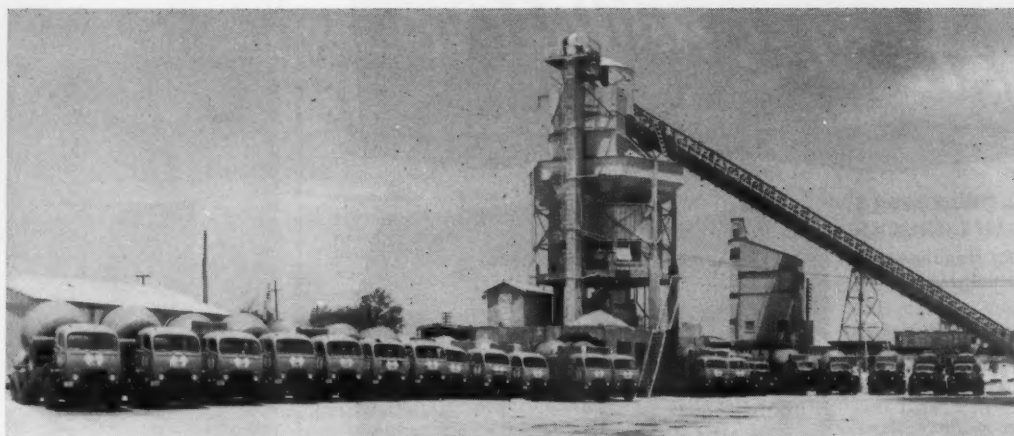


MAXEY

SPENCE

JOHN B. SPENCE and **JOHN M. MAXEY** have been named vice-presidents of Don L. Baxter, Inc., industrial advertising firm. Mr. Spence, who is an advertising account executive on Dresser Industries, Inc., joined the agency one year ago. Mr. Maxey was appointed to the staff in 1955 to handle the advertising of Texas Instruments Incorporated. The new officers will serve on the executive planning board in addition to their merchandising division duties.

Serving the Construction Industry Since 1928



"View of our Commerce Street plant; built by service, dependability, and experience."

Dallas' Oldest and Largest Producer of Ready-Mixed Concrete

DALLAS CONCRETE COMPANY

1. 123 Commerce Street

2. Hunter Farrell Road

Riverside 7-8621

Riverside 7-7270

3. 2429 Shorecrest

4. 2900 S. Haskell

J. M. TUTTLE COMPANY

Realtors

Offering exclusively, beautiful Homes and Homesites in the vicinity of White Rock Lake.

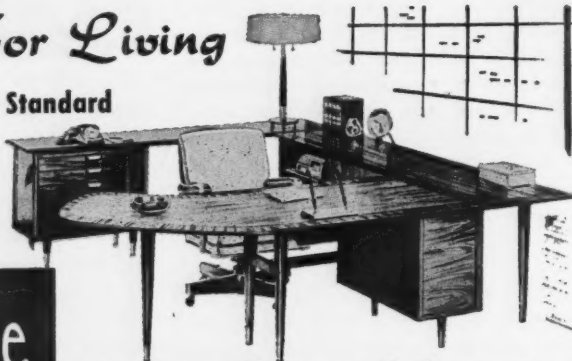
10220 East N. W. Parkway

DAvis 1-2657

Offices For Living

With Furniture by Standard

Gain office distinction and efficiency. May we help you plan your office?



Wilhide
EQUIPMENT CO., INC.

Equipment Engineers & Contractors
2107 Main St. Dallas, Texas Phone RI 8-3314

FOR MATERIAL HANDLING

Briggs-Weaver

ALLIS-CHALMERS FORK LIFT TRUCKS

For Better Handling of Construction Materials

And that's especially the basis upon which Wynne-wood Products Company operates in handling and transporting its recently developed pressed wood interior paneling. For maximum protection in moving this unique new material, manufactured from waste saw dust, the Jacksonville, Texas, firm depends on an Allis-Chalmers Fork Lift Truck purchased from Briggs-Weaver Machinery Company.



DALLAS — 5000 Hines Boulevard
Phone LA 8-0311
FT. WORTH — 222 N. University Drive
Phone ED 6-5621
HOUSTON — 300 S. 67th Street
Phone WA 8-3361

Briggs-Weaver
MACHINERY COMPANY

Industrial Supplies, Tools and Equipment

Appointments and Promotions—



DAVID LEE TREADWAY, a past-president of both the Texas Mortgage Bankers Association and the Dallas Mortgage Bankers Association, has been elected a vice-president of the Republic Bank of Dallas. A native of Houston, Mr. Treadway attended Rice Institute. From 1931 until his election to Republic's staff, he was with Investors Diversified Services, Inc., headquartered in Houston.

★

DAN TOBIAS, formerly advertising manager of Browning-Ferris Machinery Company, has joined Moffett-Shepherd Advertising Agency, 203 Dorchester House, Dallas.



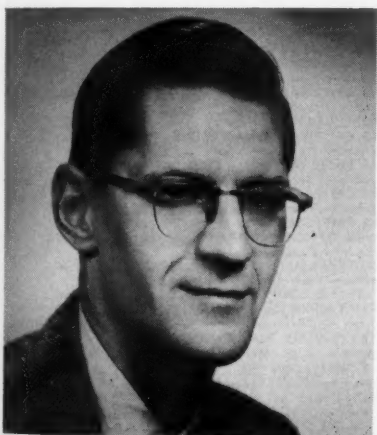
LOUIS J. STOW has been elected secretary-treasurer of Nortex Oil & Gas Corporation of Dallas. An industrial engineering graduate from Lehigh University, Mr. Stow formerly was supervising accountant of Lybrand, Ross Brothers & Montgomery, serving that firm for nine years in Dallas and twelve years previously in Philadelphia.

DALLAS • MAY, 1957

Appointments and Promotions—

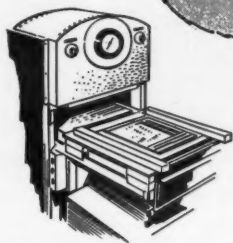


JOHN McCORMACK has been named controller of Geophysical Service Inc. Since 1953, Mr. McCormack has served as general attorney for GSI's parent organization, Texas Instruments Incorporated. He is also an assistant secretary of GSI and will continue in that position in addition to serving as controller. He holds degrees in law, accounting, and business from Columbia University and is a member of the American Bar and other bar associations.

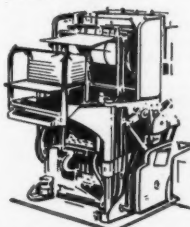


ROBERT L. TRENT, a recognized authority on electronic circuits development, has joined Texas Instruments Incorporated to head the firm's newly-formed circuit development branch. Mr. Trent holds both a bachelor and a master's degree in electrical engineering from Columbia University School of Engineering. He is a senior member of the Institute of Radio Engineers, and has received numerous patents for various types of transistor switching circuits and feedback amplifiers. Prior to joining Texas Instruments, he was a member of the technical staff of Bell Laboratories at Murray Hill, New Jersey, for sixteen years.

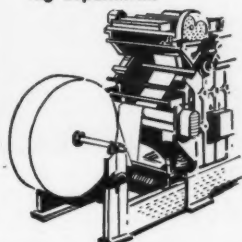
DALLAS • MAY, 1957



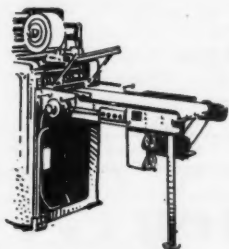
Your forms are set in our plant then molded into rubber plates for printing.



All equipment is completely modern, including presses in our commercial printing department.



Three-color web-fed presses print front and back, punch, number and perforate all in one operation.



Collating machines automatically insert carbon, paste and trim forms with up to 10 copies.



TAILOR-MADE FOR IMMEDIATE USE!

We literally roll *your* own at RogersnaP!

Whether you need a brand new business form (which we will help you create) or need a new supply of a form you are now using, our web-fed presses will roll them out at up to 40,000 copies an hour.

What's more, you receive home-town service at RogersnaP... no need to pay unnecessary freight rates.

Next time you need multiple-copy forms in your business, call for a RogersnaP representative... he'll see that you have tailor-made forms for your use *immediately*.

ROGERSNAP

BUSINESS FORMS

Riverside 1-5816

139 Howell St.

"The Largest Home-Owned Business Forms Manufacturer in North Texas"

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AND THEIR ADVERTISING AGENCIES

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Ask Your Agency...

**HOW YOU CAN USE
TO INCREASE SALES AND
ADD PRESTIGE AND GOOD WILL**

ASK YOUR AGENCY OR CALL TOM McHALE AT RI 7-8451

DALLAS
in 1957

Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Huey & Philp
Company
Wholesale

1874 Binyon-O'Keefe
Warehouse Co.
"Moving, Househo'd Goods, and
Commercial Warehousing"

1876 Trezevant &
Cochran
Insurance Managers

1878 National Bank
of Commerce
Banking

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1890 William S.
Henson, Inc.
Advertising Printing

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies



EARLY day business life in Dallas centered around the Court House Square. Dallas actually dismantled a court house in 1871, an old two-story brick structure, built in the 1850's and replaced it in 1872 with the imposing grey brown stone structure shown in the above photograph. That same year, Sanger Brothers built their first merchandising store in Dallas. This was a one-story 50x80 frame building, on the corner of Main and Lamar. For the next three-quarters of a century, Sangers confined its operations to the original townsite until it established its first branch in Highland Park Village. With the accelerated suburban development in Metropolitan Dallas, Sangers is now building a \$2,500,000 branch store in Preston Center which is slated to open late in 1957. In addition to this, Sangers has projected a \$3,000,000 store in the Big Town Shopping Center which is scheduled to open in the summer of 1958. Just an even hundred years ago, the founder of Sangers came to Texas from New Orleans. From its opening in Dallas in the year the first railroad train arrived, Sangers has kept pace with its growth and expansion. In 1951, this pioneer store became an affiliate of Federated Department Stores, Inc., and is now directed by Henry X. Salzberger.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Smith's Detective
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

your home

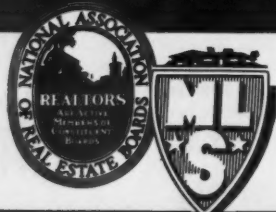
THE MOST IMPORTANT INVESTMENT OF YOUR LIFE

Just as you seek qualified guidance in the selection of other investments, you should take advantage of the professional counsel of a REALTOR in the selection of the most important single investment you'll ever make — YOUR HOME. In Dallas, only members of the Dallas Real Estate Board are qualified professionally as REALTORS. They constantly strive to offer you better service, and adhere strictly to the Code of Ethics of the National Association of Real Estate Boards.



*when you buy a home,
be sure you consult a REALTOR*

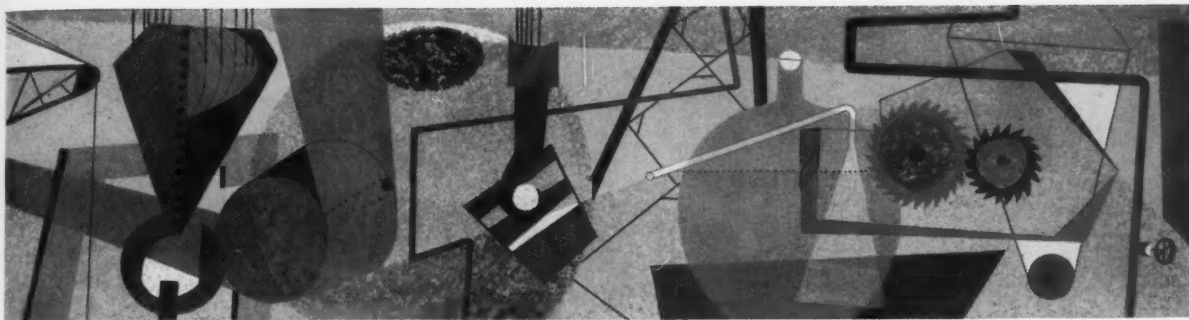
... YOU'LL BE GLAD YOU DID!



DALLAS REAL ESTATE BOARD

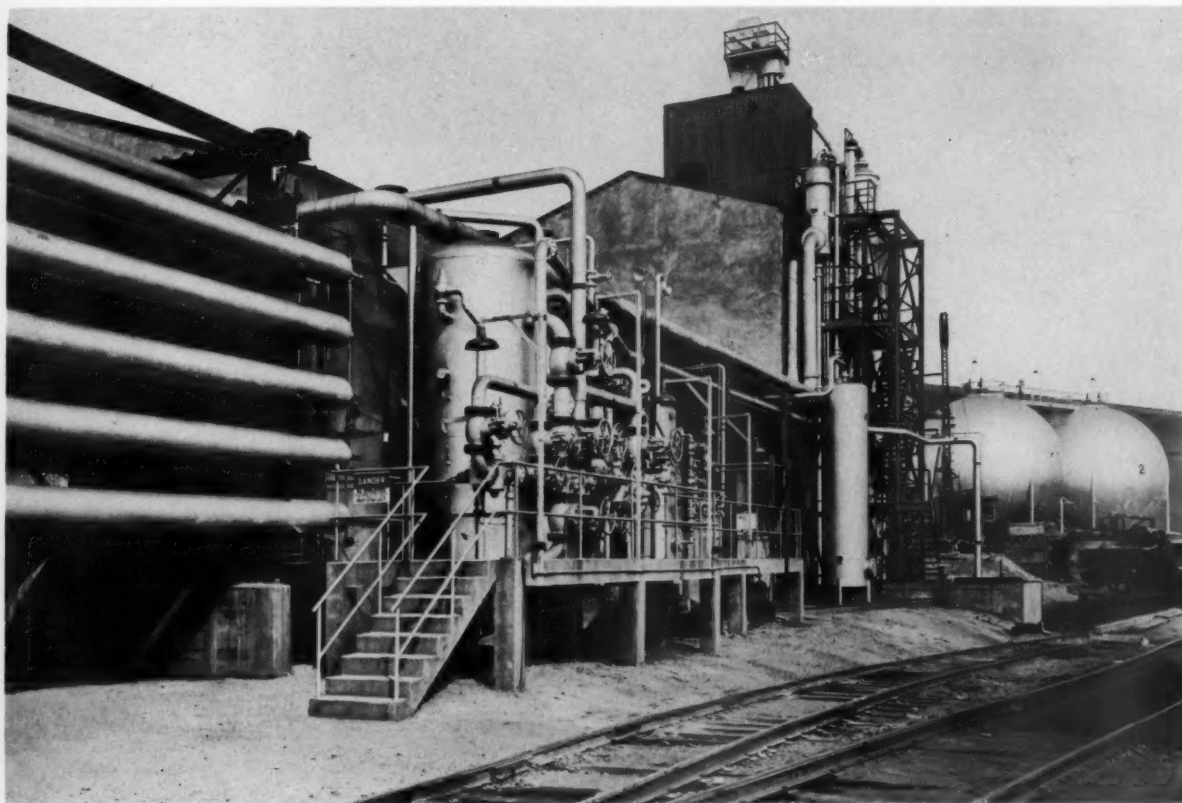
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RI 7-5109

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HAS REAL MEANING
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*and, of course, the more complete
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A. J. BOYNTON AND COMPANY

Engineers and Technical Counselors

FIDELITY UNION LIFE BUILDING • DALLAS, TEXAS



*Ask a
Mercantile
Man*



Clarence E. Sample, vice-president and corporate trust officer.

. . . about Stock Transfers

- If your stock is widely held by Southwestern investors.
- If trading is heavy in the Southwest.
- If your home offices are located in this area.
- If you are seeking a wider distribution of your securities.

If your company fits any of the categories shown above, a Mercantile Man can show you many advantages of transferring your

stock through our Corporate Trust Department. As your Transfer Agent, we can usually provide 24-hour service. To save your stockholders and brokers time, trouble and inconvenience, requirements for legal transfers are kept at a minimum. But you will especially appreciate our services in issuing dividend checks, preparing proxies and stockholders lists and handling special mailings. Call RIVerside 1-4181 and ask a Mercantile Man to explain our stock transfer and registration facilities in detail.



"We Have Grown Because We Have Helped Others Grow"

Mercantile National Bank

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

